



# Analgesics in Malaysia

October 2023

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## Analgesics in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

New product innovation fuels growth in topical analgesics  
Rise in herbal/traditional options by local manufacturers  
Inflationary pressures facilitate switch to generic brands and private labels

#### PROSPECTS AND OPPORTUNITIES

Analgesics expected to continue on steady growth trajectory  
Growth in number of new launches targeting sports-related pain, as well as those with a more convenient application format  
Greater adoption of generic analgesics is expected to lower unit prices

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### DISCLAIMER

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