



Analgesics in Singapore

October 2023

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Analgesics in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Topical analgesics/anaesthetic is the top-performing category, while growth for systemic analgesics eases
Increased travel enables rebound for herbal/traditional topical analgesics/anaesthetic
GSK Consumer Healthcare continues to lead analgesics

PROSPECTS AND OPPORTUNITIES

Evolving demographics will enable stable growth in topical analgesics/anaesthetic
Systemic analgesics likely to continue to see a slowdown, due to lower threat from COVID-19
Concerns surrounding transparency and clear brand communication for herbal/ traditional products may hamper growth

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