



Euromonitor
International

Analgesics in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Unexpectedly short flu season stalls analgesics sales
- Ibuprofen's broad appeal fuels growth despite unusual flu season driven by quick release formulations
- Topical analgesics/anaesthetic continues to suffer from the poor performance of patches and competition from non-medicated options.

PROSPECTS AND OPPORTUNITIES

- Chronic pain treatment as an opportunity for analgesics despite competition from non-pharmacological alternatives
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DISCLAIMER

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