

Analgesics in the Netherlands

September 2024

Table of Contents

Analgesics in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Return to busy lifestyles impacts demand, while shift towards more advanced formulations, coupled with price increases, drive value growth Expanding range of formats offer consumers greater choice Consumer shift towards affordable private label alternatives

PROSPECTS AND OPPORTUNITIES

Promotion of self-care will boost demand for analgesics, as government seeks to curb healthcare spending Product segmentation offers opportunities to counter market maturity Growth potential for lesser known analgesics

CATEGORY DATA

Table 1 - Sales of Analgesics by Category: Value 2019-2024Table 2 - Sales of Analgesics by Category: % Value Growth 2019-2024Table 3 - NBO Company Shares of Analgesics: % Value 2020-2024Table 4 - LBN Brand Shares of Analgesics: % Value 2021-2024Table 5 - Forecast Sales of Analgesics by Category: Value 2024-2029Table 6 - Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

Consumer Health in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What's next for consumer health?

MARKET INDICATORS

 Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

 Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2019-2024
- Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventative medicine Switches

DISCLAIMER

DEFINITIONS

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