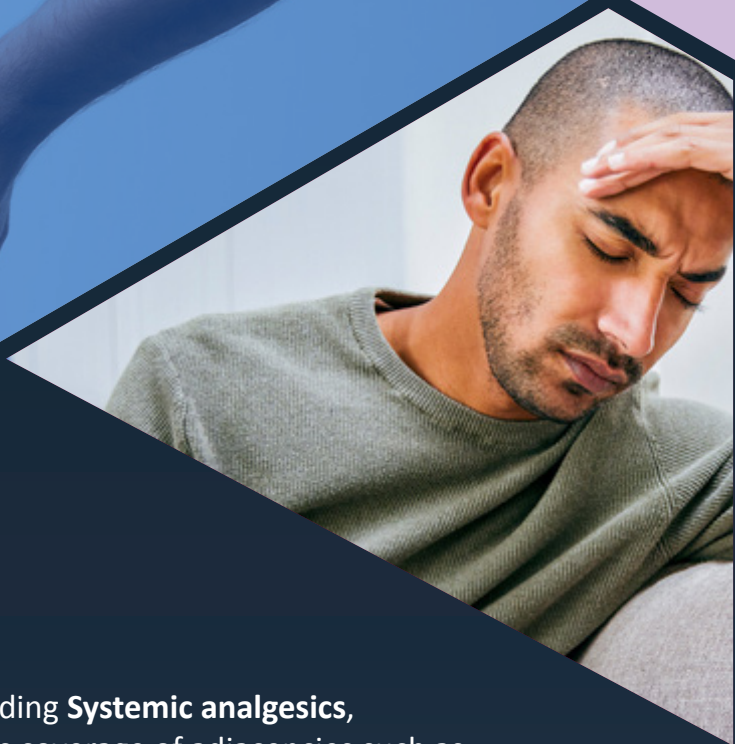


Analgesics Report

Exploring the Current & Future
Self-Care Market for Pain Relief



Key Features of this Report:

- An in-depth exploration of the pain relief market, including **Systemic analgesics**, **Topical analgesics** and **Mouth & dental analgesics**, plus coverage of adjacencies such as **Herbal & natural joint health supplements**
- **Coverage of 12 major countries** from across the globe, with topline sales, brand performances, latest developments, launches and promotional campaigns
- Very latest MAT Q2 2022 sales from **DB6**, our dedicated CHC sales database, plus historical growth rates to help chart performance fluctuations
- Category sales **segmented by ingredient** in each country†
- Systemic analgesics sales segmented into **adults and children's presentations**, and Topical analgesics sales split by **format** and **medicated vs non-medicated presentations**†
- **Case studies** of key Analgesics brands, highlighting success factors, sales, NPD and A+P activity
- Developments in **scientific research** assessed, including a look at the latest studies surrounding **CBD's role in pain relief** and **promising new ingredients**
- A look to the future includes long-term **forecast sales** for all categories and countries to 2026 & 2031, plus the most up-to-date short-term forecasts to end-2022 & 2023

† based on year-end 2021 sales

Analgesics Report

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As the global retail market returns to high growth in 2021-22, bouncing back from an historic and coronavirus-driven decline, **Analgesics** is among the fastest-growing major categories. What are the factors behind this growth and how sustainable are they?

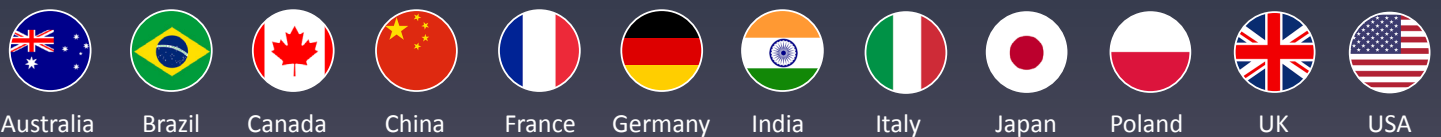
Systemic analgesics have undoubtedly benefited from recommendations for OTC products to treat fever and pain following Covid-19 vaccinations, while resurgence of cold & flu infections has particularly bolstered the children's pain segment. Topical analgesics profited from a post-lockdown return to active lifestyles and corresponding increase in exercise-related pain. Indeed a pandemic-driven shift in lifestyle routines (sedentary habits, increased screen use, stress and shifting sleep patterns) helped drive sales of all pain relief brands.

Meanwhile, Switch has expanded categories in certain markets and NPD fortified selected brands, while several marketers enjoyed success by targeting specific pain niches. Strong A+P investment, as marketer confidence returns, has proved an important growth driver in some areas.



How will marketers take advantage of these new trends? Where can they look for sustained growth or expand their offerings to exploit new niches? What is the next development that helps create dynamism in a mature market?

12 individual markets profiled



By examining 12 core markets in fine detail, analysing brand performances, segment growth and launch activity, our latest **Analgesics Report** aims to investigate the untapped potential in this dynamic CHC category.



The report features the latest **MAT Q2 2022** sales data from our dedicated **DB6** database, including topline historical sales globally, by country and category, as well as individual brand performances, and long-term forecasts to 2026 and 2031.

Diving into the factors affecting the **Analgesics** market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, this report sheds light on trends & developments across **12 in-depth country profiles** (generating 70% of global sales between them) with insights and predictions.

Key questions investigated in this report



What are the key differences from market to market in terms of growth trends, regulations and competitive landscape?

Which marketers and brands stand out and why?



How much NPD has the Analgesics market seen and can it drive growth?

Are new areas to explore signposted by the latest scientific studies?



Does CBD have a future in pain relief?

Which gaps in the market still exist and where do opportunities for future growth lie?

Data analysis within each country profile includes a breakdown of 2021 **sales by key ingredient** in Systemic analgesics and Topical analgesics. Systemics sales are also divided into **adult and children's presentations**, while Topicals sales are split **by format** and **medicated vs non-medicated presentations**.

The important adjacent category of **herbal & natural joint health supplements**, where new ingredients are gaining favour, is also investigated.

Assessing the short-term outlook, the report also includes full-year 2022 & 2023 category-level analgesics forecasts in each market profiled.

In-depth coverage of the following categories:

Systemic analgesics • Topical analgesics • Mouth & dental analgesics
Herbal & natural joint health supplements†

† sales tracked under VMS in DB6

With a high degree of launch activity among analgesics, **new product development** is explored across markets. **Brand case studies** evaluate the key lessons to be learned from top brands, including consumer messaging, line extensions, portfolio development and brand strategies.

The most interesting developments in recent **scientific research** are rounded up, with a look at promising new ingredients and benefits, while CBD's role in pain relief is also examined.

To pre-order your copy of **Analgesics** please contact
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	Pre-publication discount	List price
Global licence:	GB£11,050	GB£13,000
Site licence:	GB£8,500	GB£10,000