

Analgesics

From Pain to Gain: Unlocking Opportunities in the Self-Care Analgesics Market

Key features of the report:

- An in-depth exploration of the pain relief market, including **Systemic analgesics**, **Topical analgesics** and **Mouth & dental analgesics**
- **Coverage of 16 major markets** from across the globe, with topline sales, brand performances, latest developments, launches and promotional campaigns
- Key VMS adjacency **joint health supplements** also investigated
- Very latest **year-end 2024 sales** from **DB6**, our dedicated CHC sales database, plus historical growth rates back to 2020 and **mid-2025 topline growth** across categories
- Category sales **segmented by ingredient** in each country
- **Internet & mail order channel sales** for every market profiled
- Coverage of **marketer activity**, highlighting strategies and success factors, sales, NPD activity and consumer & HCP promotion
- A look to the future includes long-term **forecast sales** for all categories and countries to 2029 & 2034, plus the most up-to-date short-term forecasts (to 2025 & 2026)

Analgesics globally have sustained steady growth in recent years, albeit slowing as purchasing patterns returned to normal post-Covid. Systemics show a trend towards faster-acting, more convenient options, while combinations and new switches expand the category in selected markets. Incidence of cold & flu, which varies considerably between markets, has been a strong influence, with paediatric fever relievers particularly hard hit in areas of low incidence. Topicals benefit from rising participation in active pursuits, a growing elderly population and new products to relieve menstrual discomfort.

Internet & mail order sales continue to grow more dynamically than store retail, seeing the channel account for a growing share, as several top-tier analgesics enjoy standout online channel growth. In an effort to differentiate brands, A+P has targeted both ends of the age spectrum, with a mix of promotional strategies and media employed, with inclusivity and social responsibility increasingly to the fore.

NPD focus varies across markets. Recent launch activity has seen the world-first switch of celecoxib in Australia, Germany's first dexibuprofen launch and the main cough & cold franchise enter both systemic and topical analgesics in USA. Format innovation includes easy-to-swallow and mini-capsule options, plus nasal sprays, massage balls and pen applicators, while niche products for demographics as diverse as teenagers, office workers, sports enthusiasts and even pickleball players are expanding the category. Meanwhile, established analgesics brands are increasingly crossing into joint health supplements.

Forecast sales for Analgesics are largely consistent with previous growth, so where can marketers look to find dynamism in this mature market? How will they take advantage of the latest trends & developments or expand their offerings to exploit new niches?

This report will investigate pressing issues affecting Analgesics globally, digging into multiple areas of interest and highlighting inherent opportunities. Examining 12 core markets in detail (and additional key markets in brief), analysing brand performances and launch activity, our **Analgesics** report will investigate the untapped potential in this CHC category.

Categories covered in this report include:

Systemic analgesics • Topical analgesics • Mouth & dental analgesics
Joint health supplements[†]

[†] sales tracked under VMS in DB6

12 individual markets profiled in depth

Australia • Brazil • China • France • Germany
India • Italy • Japan • Mexico • Poland • UK • USA

Plus additional markets in brief

Canada • Russia • S Korea • Spain

The report features the latest end-2024 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 2029 and 2034**. Coverage extends to the online channel, with **internet & mail order sales** of Analgesics included in the topline and a dedicated section in each country profile.

Diving into the factors affecting individual **Analgesics** markets, 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** with insights and predictions, as well as **shorter profiles of other key markets**.

Key questions investigated in this report

What can be learned from the most successful analgesics marketers & brands?

Has NPD benefited the market and does it offer a route to growth?

Which markets show the most promise based on competitive landscape, consumer preferences, e-commerce environment and future drivers?

Can new niches and underserved demographics be identified?

Does the adjacent category of joint health supplements merit exploring?

What is the outlook for Analgesics and where can opportunities be found?

Data analysis within each country profile includes a breakdown of 2024 **sales by key ingredient** in Systemic analgesics and Topical analgesics.

The important adjacent category of **joint health supplements**, where NPD has helped drive category expansion, is also investigated.

Assessing the short-term outlook, the report includes **full-year 2025 & 2026 forecasts for all categories** in each market profiled.

With launch activity in Analgesics slowing year on year, has the impetus shifted from quantity to quality? **New product development** is explored across markets, including Rx-to-OTC switches, delivery format innovations, new benefits and more.

FREE Webinar of the report's key findings & topline takeaways!

Order a global licence to be offered a complimentary webinar* running through the report's most significant findings, including key developments, most exciting launches and future opportunities.

** Webinar to be arranged post-publication; purchasers of a global licence will be contacted to arrange a suitable date & time.*

Publishing late 2025

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