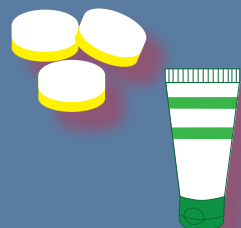


Analgesics 2020

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

KEY FEATURES:

- An in-depth exploration of the **Analgesics** market, including **Systemic analgesics**, **Topical analgesics** and **Mouth & dental analgesics**
- Coverage of **14 major markets** from across the globe, with topline sales, brand performances, new developments, launches and promotional campaigns
- **Full year 2019 sales** from the freshly updated **DB6**, our dedicated CHC sales database
- Category sales **segmented by ingredient** in each country
- **Case studies** of key Analgesics brands, highlighting success factors, sales, NPD and A+P activity
- Developments in **scientific research** assessed, including a look at CBD's role in pain relief
- **Forecast sales** for all categories and countries to 2024 & 2029, plus predictions for the future, including a look to the likely **impact of Covid-19** on 2020 & 2021 sales



With global sales of \$19bn in 2019, the combined categories of **Systemic analgesics**, **Topical analgesics** and **Mouth & dental analgesics** grew by 4.7% on the previous year, outpacing the global consumer healthcare market (+3.9%).

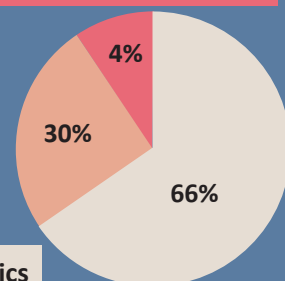
Driven by accelerating growth in North America and Europe in Q4, analgesics sales posted their best performance since 2016. Topical analgesics outpaced systemics in 2019, driven by innovation and well-supported brands, particularly in key markets of USA and China. Systemic analgesics showed a trend towards faster-acting options and more convenient formats, while combinations are gaining traction in several markets.

Global Analgesics sales by category 2019

Mouth & dental analgesics
(\$0.8bn, +4.4%)

Topical analgesics
(\$5.7bn, +5.5%)

Systemic analgesics
(\$12.6bn, +4.3%)



Analgesics sales look set to sustain their upward trend, with various top marketers reporting very strong growth for key brands in their Q1 2020 results owing to Covid-19. Analgesics are forecast to increase by 6.1% in 2020, driven by strong sales of systemics in the pandemic's wake, while topicals are expected to slow despite the likely boost from the debut of the US' first OTC topical NSAID.

The Covid-19 impact

Forecasts from **DB6** project that global retail CHC sales are expected to slow in 2020, impacted by Covid-19. The pandemic has been a huge blow to economies, industries and businesses worldwide and prompted an unprecedented surge in sales of certain CHC products as consumers stock up on essential medicines, including systemic analgesics. Yet the latest data suggest this spike has been short-lived with the market now stabilising and in some cases receding.

This report will look at the pandemic's impact on analgesics sales, with 2020 & 2021 forecasts for all three categories in each of the 14 markets profiled.

The Top 20 **Analgesics players**, including a mixture of MNCs and regional companies, generate over half of global sales and posted average growth of 4.4% in 2019, lagging behind the overall market. Yet this masks a diverse range of performances, from marketers experiencing flat or falling sales to those enjoying double-digit dynamism. Discover how individual players and their brands performed, both globally and in specific markets, and where the truly impressive growth is being generated.

Key questions investigated in this report



How are Analgesics markets around the world performing?

Which marketers and brands stand out and what lessons can be learned?



Will the OTC launch of the first US topical NSAID be a game-changer?

How much can NPD benefit Analgesics in the years ahead?



Do the latest studies suggest potential new areas to explore?

How is the expanding market for CBD products affecting established analgesics?



Can momentum from the sales boost provided by the Covid-19 pandemic be maintained?

Where do the opportunities for future growth lie?

All the factors affecting the **Analgesics** market, from consumer trends and regulatory changes to A+P campaigns and new product launch activity, are highlighted.

The report features the latest 2019 sales data from our dedicated **DB6** database, including topline historical sales by region, country and category, individual brand performances, and long-term forecasts to 2024 and 2029.

14 individual markets covered



Australia



Brazil



Canada



China



France



Germany



India



Italy



Japan



Mexico



Poland



Russia



UK



USA

- Data analysis within each country profile includes a breakdown of 2019 **sales by key ingredient** in the major categories of Systemic analgesics and Topical analgesics.
- Assessing the short-term **impact of Covid-19**, the report also includes **2020 & 2021 forecasts** for all three categories in each of the 14 markets profiled.
- With a high degree of launch activity among analgesics, **new product developments** are explored across markets, including medical devices, wearables, heat therapies and more.
- The most interesting developments in recent **scientific research** are rounded up, with a look at promising new ingredients and benefits. CBD's role in pain relief is also examined.

Categories covered in this report

Systemic analgesics • Topical analgesics • Mouth & dental analgesics

To pre-order your copy of **Analgesics 2020** please contact
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Site licence:	GB£7,650	GB£9,000
(15% pre-publication discount until 31 July 2020)		