

Analgesics in Belgium

September 2023

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Analgesics in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

More stable environment ensures stable growth for analgesics
Topical analgesics/anaesthetic fail to take off despite more favourable conditions
Dafalgan thriving while generics forge ahead with strong value proposition

PROSPECTS AND OPPORTUNITIES

Sales threatened by ongoing risks of product shortages coupled with rising inflation and increasing price sensitivity
Concerns over specific ingredients and indirect competition pose further threats to growth
Category maturity expected to lead to a drop in sales

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DISCLAIMER

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