

Analgesics in Egypt

September 2023

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Analgesics in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer buying behaviour varies across different regions in Egypt
Analgesics lead OTC options, appreciated for fast pain relief
Many consumers consider combination analgesics to be essential

PROSPECTS AND OPPORTUNITIES

Analgesics is expected to record double-digit growth throughout the upcoming year
Local brands set to launch on the landscape across the forecast period
Immunity-boosting ingredients to remain popular among consumers

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DISCLAIMER

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