

# Analgesics in Vietnam

September 2023

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## Analgesics in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for analgesics remains strong as flu cases increase  
The fast expansion of chained pharmacies supports retail sales of analgesics  
Higher level of physical activity in Vietnam boosts demand for topical analgesics/anaesthetic

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for analgesics but maturity will encourage players to develop products offering differentiation  
Ageing and professional demographics likely to drive future sales of analgesics but paediatric segment also offers further promise  
Distribution via retail e-commerce likely to remain negligible despite rapid development of this channel in Vietnam

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### DISCLAIMER

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