

Analgesics in Peru

October 2023

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Analgesics in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced concern about COVID-19 dampens sales of analgesics
Generics remain relevant for consumers in Peru
GSK's Panadol maintains its leading place

PROSPECTS AND OPPORTUNITIES

Recovery of economy expected to herald stronger sales for big brands names
Relevance of acetaminophen and ibuprofen means other styles of analgesics need to find their target audiences
Extension of distribution channels for OTC products will support sales

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