



Analgesics in Thailand

January 2024

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Analgesics in Thailand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Analgesics shows dynamic growth, following return to pre-pandemic lifestyles
Revival of international tourism benefits sales of topical analgesics
Players look for new ways to capture consumer interest

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, thanks to growing trend towards self-medication
Players will invest in creative marketing solutions to expand their consumer base
Bricks-and-mortar pharmacies will continue to dominate sales

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