

Analgesics in Nigeria

January 2024

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Analgesics in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability drives purchases as pharmacists offer individual units of analgesics
Rising use of OTC medication drives demand for analgesics
The presence of counterfeit goods leads pharmacies to remain the leading channel

PROSPECTS AND OPPORTUNITIES

Economic strain poses a growing threat for the forecast period
Product innovation and strong marketing campaigns rise, as competition intensifies
Infrastructural challenges will continue to limit local manufacturing capabilities

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