

Analgesics in Slovenia

October 2023

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Analgesics in Slovenia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing labour and sports activity leads to a rise in sales during 2023
Topical analgesics drives sales, with a wide variety of formats available
Lekadol remains the leading brand, offered in various formats to consumers

PROSPECTS AND OPPORTUNITIES

Results return to pre-pandemic levels, while ketoprofen gains momentum
Inflation adapts consumer shopping habits, boosting sales of generics
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