

Analgesics in Taiwan

October 2023

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Analgesics in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Topical analgesics/anaesthetic category grows fastest in volume and value terms
Interest in herbal/traditional analgesics remains strong
Increasing focus on targeted pain relief continues to fuel segmentation

PROSPECTS AND OPPORTUNITIES

Population aging will ensure chronic pain management is a focal point for innovation
Government efforts to encourage greater self-medication bode well for analgesics
Digital marketing activities expected to intensify

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