

# Analgesics in Middle East and Africa

October 2020

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## REGIONAL OVERVIEW

Consumer preference for analgesics as the first line of treatment

Systemic analgesics dominate but topical analgesics also popular

Lifestyle diseases fuel growth for systemic analgesics

High gains for systemic analgesics in Egypt; decline in Saudi Arabia

Self-medication trend driven by convenience

74% of total regional sales made in chemists/pharmacies

Chained pharmacies first to venture into omnichannel approach

## LEADING COMPANIES AND BRANDS

Five top ranked companies drive majority of sales across the region

GSK dominates with its first line pain relievers Panadol and Voltaren

Generic brands gain traction

Panadol and Voltaren lead

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