

Analgesics - US - June 2016

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"The analgesics market has experienced modest growth in recent years. The majority of consumers turn to some form of OTC (over-the-counter) analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics continue to experience faster growth. Interest is growing for natural ingredients and easy-to-use formats."

- Marissa Gilbert, Health and Wellness Analyst

This report looks at the following areas:

Feminine pain reliever sales descend further
Internal analgesic purchases are automatic; consumers are not seeking advice
Perceptions of external analgesics are soft

For the purposes of this Report, Mintel has segmented the analgesics market as follows:

OTC internal analgesics

- Acetaminophen, aspirin, ibuprofen, naproxen sodium, magnesium salicylate

OTC external analgesics

- Rubs – such as topical creams/sprays and patches/wraps – with heating/cooling properties

Excluded from this Report are:

- Antihistamines, decongestants, sinus, cough, cold, and flu remedies

In addition, this Report focuses on the analgesics products marketed for pain relief that are available over the counter/without a prescription. Other products that provide pain relief but are not included in the market size of this Report, but may be mentioned in the Report, are muscle/body support devices and electrotherapy devices.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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