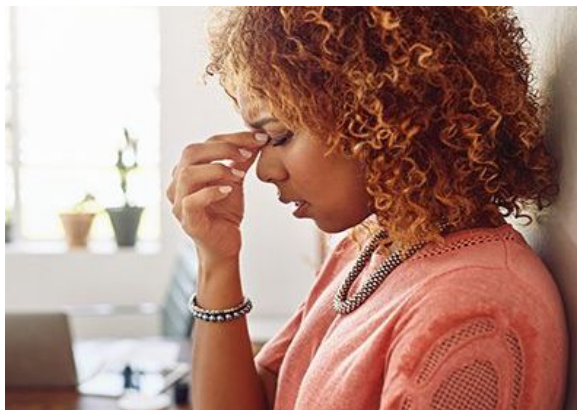


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“A need to keep going at work is helping to keep the value of the category afloat, but it is increasingly under threat from consumers trading down to generic painkillers.”

- Lucy Cornford, Category Director – Personal Care

This report looks at the following areas:

- **Nurofen fall-out continues to echo**
- **Promoting a holistic approach to pain management**

A booming population combined with rising rates of employment have helped keep the category in growth as consumers look to keep on going, however bad they feel; a 2% rise in the value of the analgesics market in 2016 is expected to make way for a 4% rise in 2017, taking the market to £689 million.

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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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