

OTC Pain Management - US - July 2019

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"The OTC pain management market depends on the success of internal analgesics, yet the external segment continues to offer booming potential, maintaining growth. As adults become more comfortable discussing mental health conditions, expect an increase of consumers associating pain with emotional stressors."

- Andrea Wroble, Research Analyst

This report looks at the following areas:

- Market performance
- Slowed growth of internal segment
- Growing accessibility of CBD challenges OTC pain market
- Familiarity with active ingredients bolsters private label, challenges brand names
- Addressing mental health could bolster consumer trust
- Consumers in more pain, need more relief

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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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