

Analgesics - US - June 2014

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“While sales of analgesics are increasing, the market is still up against a few challenges. A high degree of brand loyalty makes it difficult to get consumers to try new brands. Alternatively, opportunities for innovation present new usage occasions to grow market sales.”
– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- How can companies innovate in the analgesics category?
- What opportunities are there to increase external analgesic use?
- How will the aging population affect the OTC analgesic market?

Recent sales of OTC (over the counter) analgesics are boosted by several key brands returning to market. Additionally, there is a high need for remedies that treat pain, due to increased stress leading to headaches, intense exercise regimens leading to sore muscles, and high rates of arthritis among an aging population.

Despite that, there is still an overall concern about product ingredients, helping to boost the market of external remedies and alternative ways to treat pain. This report examines the future potential for analgesics, with a particular emphasis on product selection. Interest in product format, attributes, and purchase habits will be explored to provide insight into market trends.

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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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