

## Analgesics - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The OTC analgesic market is stable, posting steady gains since 2013, with similar growth trends expected through 2020. The majority of consumers turn to some form of OTC analgesic to treat pain, with internal analgesics remaining the dominate choice for pain relief, though external analgesics are experiencing rapid growth. "

- Marissa Gilbert, Health & Wellness Analyst

### This report looks at the following areas:

- OTC internal analgesic competition tightens for top brands
- Traditional external brands see sales decline at expense of diversified growth
- Feminine pain relief sales decline along with use

This report focuses on the market for internal and external analgesics specifically marketed for pain relief that are available over the counter/without a prescription.

- OTC internal analgesics are ingestible/oral tablets or liquid taken for the purposes of relieving pain. Feminine pain relievers are also included in this segment. Products within this market typically contain one or more of the following active ingredients: Acetaminophen, aspirin, ibuprofen, naproxen sodium, magnesium salicylate

- The OTC external analgesics segment consists of rubs (such as topical creams/sprays that alleviate pain) and wraps, with heating and/or cooling properties.

- Excluded from this report are: Antihistamines, decongestants, sinus, cough, cold, and flu remedies

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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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