

OTC Pain Management - US - 2022

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This report looks at the following areas:

- The frequency with which US consumers experience pain and the ways in which pain affects different demographics
- A further exploration into the type of pain that consumers face and the role that post-pandemic stress and anxiety plays into pain symptoms
- Consumer interest in OTC pain management remedies and attitudes toward alternatives to traditional analgesics and topical rubs
- Consumer focus on preventative pain measures and what they expect from familiar internal and external OTC pain medicines
- Active ingredients and their nuances may confuse consumers and indicate a need for further education and transparency for consumers who are wary of long-term side effects and ingredient effectiveness

The majority of consumers experience some sort of pain on a regular basis, and internal OTC pain reliever products are typically the first line of relief to alleviate symptoms. However, there is growing interest in the targeted pain relief that comes from external OTC pain solutions as consumers look for fast-acting and effective targeted pain relief. The pandemic has shifted consumer focus from reacting to pain symptoms to seeking solutions that prevent pain in the first place. As consumers continue to resume normal levels of activity and the potential risk of pain increases, consumers will continue to take both a proactive and reactive approach to pain management. However, continuing historic levels of inflation have worn down discretionary spending, and consumers also seek value in their overall purchases, including pain mitigation. For consumers who struggle to make ends meet, OTC pain management solutions may be financially out of reach. Brands will need to work to educate consumers about the most effective and appropriate pain management solution to meet their needs and also create a space for education, transparency and community to create trust and brand loyalty.



“As life turns to the “next normal” and normal levels of activity resume, consumers are increasingly exposed to practices that increase the risk of pain instance. Following the overall shift toward preventative care, consumers are looking for solutions that not only treat existing pain symptoms but also ways to prevent pain and injury.”

– **Dorothy Kotscha, Health Analyst**

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MARKET FACTORS

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