

OTC Pain Management - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- How often consumers are experiencing pain and the type of pain experienced
- The most common methods of pain management
- Perceptions of pain remedies and pain management
- Factors most important when purchasing OTC pain remedies

Pain is a widespread issue for Americans, with a majority turning to OTC pain relievers to manage. The mature OTC pain management market exceeded \$7.9 billion in 2023, with well-established brands continuing to play a dominant role. Demand for OTC pain relievers will continue as incidence of pain is not slated to slow down.

However, key players must acknowledge consumers are becoming more connected with their bodies and also more cost-conscious, with the wide availability of private label posing a threat. Advancements in technology as a means of managing pain could also temper growth, appealing to younger generations that seek alternative methods.



“The vast majority of consumers deal with pain on a regular basis, and often turn to familiar OTC products. Pain is a constant that is not slated to decline.”

– **Rebecca Watters,**
Associate Director –
Household & Health

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