



Analgesics in Hungary

October 2025

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Analgesics in Hungary - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Analgesics record strong value growth amid rising self-medication trends
Sanofi-Aventis retains its lead, but GlaxoSmithKline is the most dynamic player
Pharmacies remain dominant for analgesics while retail e-commerce shows early signs of growth

PROSPECTS AND OPPORTUNITIES

Analgesics is expected to see modest value growth amid stable demand and product innovation
Wearable technology may support more targeted and preventative use of analgesics
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