



Analgesics in Singapore

October 2025

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Analgesics in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising consumer awareness contributes to robust growth in 2025
GSK leads overall analgesics thanks to well-known Panadol brand
Health and personal care stores dominates distribution

PROSPECTS AND OPPORTUNITIES

Rising living costs set to drive stronger demand for private label and generics
Increased demand for improved efficacy and diversified formats
Solutions for joint and muscle pain will see continued interest, while rise of teleconsulting could curb overall category growth

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DISCLAIMER

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