



Euromonitor  
International

# Analgesics in New Zealand

November 2025

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## Analgesics in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growing recognition of chronic pain drives analgesics sales in New Zealand  
Leading analgesics players leverage promotional efforts and sports sponsorship investments to build brand awareness locally  
Supermarkets and pharmacies continue to shape retail channel dynamics

#### PROSPECTS AND OPPORTUNITIES

Sales likely to be driven by topical analgesics/anaesthetic and adult acetaminophen despite Trump's autism claims  
Digital tools offer tech-based solutions for chronic pain management through tracking and cognitive behavioural therapy  
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### DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/analgesics-in-new-zealand/report](http://www.euromonitor.com/analgesics-in-new-zealand/report).