

# Consumer Health in Panama

September 2025

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# Consumer Health in Panama

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# DISCLAIMER

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Moderate growth in demand for systemic analgesics in Panama due to already high penetration and controlled seasonality in endemic conditions

Tylenol consolidates its positioning with geographic coverage and low-cost packaging

Chained pharmacies lead the distribution of analgesics with a growing portfolio and highly competitive prices

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High penetration and the prospect of slow premiumisation project moderate growth of analgesics over the forecast period

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The global brand Panadol is strengthened by its local production and solid local logistics structure

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