



Analgesics in Ukraine

October 2024

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Analgesics in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Analgesics on the slow path to recovery
Competition remains stiff in analgesics backed by strong advertising support
Darnitsa remains on top thanks to the good value proposition of its generics

PROSPECTS AND OPPORTUNITIES

Category maturity and the reduced size of the population present barriers to growth
Acetaminophen and aspirin sales set to rise
Innovations expected but Russia's ongoing war likely to favour generics

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