



Euromonitor  
International

# Analgesics in Italy

October 2025

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## Analgesics in Italy - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

High incidence of flu boosts demand for analgesics  
Market share is concentrated among top two players  
Pharmacies are the 'go-to' channel for analgesics

#### PROSPECTS AND OPPORTUNITIES

Maturity of the analgesics category offers limited scope for future growth  
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### DISCLAIMER

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