



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
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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.