

# Analgesics in Nigeria

January 2024

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## Analgesics in Nigeria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Affordability drives purchases as pharmacists offer individual units of analgesics  
Rising use of OTC medication drives demand for analgesics  
The presence of counterfeit goods leads pharmacies to remain the leading channel

#### PROSPECTS AND OPPORTUNITIES

Economic strain poses a growing threat for the forecast period  
Product innovation and strong marketing campaigns rise, as competition intensifies  
Infrastructural challenges will continue to limit local manufacturing capabilities

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### DISCLAIMER

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