



Euromonitor
International

Analgesics in Belgium

September 2025

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Analgesics in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth is driven by consumer trust, format innovation, and demand for fast-acting relief
UPSA Médica NV SA retains its lead while branded players are increasingly challenged by generics
Pharmacies remain the main distribution channel while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by steady demand and the growing presence of affordable generics
Innovation is set to focus on combination analgesic and natural alternatives to topical analgesics
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DISCLAIMER

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