



Analgesics in Norway

September 2025

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Analgesics in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paracetamol and ibuprofen remain core to sales of analgesics in Norway
Karo Pharma maintains its lead while Haleon Norway gains ground in 2025
Pharmacies lead distribution while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Demographic shifts and active lifestyles are set to drive steady growth in analgesics
Minimal digital disruption is expected, however, retail e-commerce will continue to grow
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