



Euromonitor
International

Analgesics in Thailand

October 2025

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Analgesics in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ageing population and focus on self-care fuelling growth in analgesics
Competition heats up with private label making gains
Pharmacies remain key to sales of analgesics but e-commerce making steady inroads

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Positive outlook backed by Thailand's ageing population and tourist demand
The digital market presents strong opportunities for sales and marketing
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