

Other OTC Healthcare Products Market in India to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Other OTC Healthcare Products Market in India (OTC Healthcare). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

Other OTC healthcare products category was valued at INR437.5m (\$10.1m) in 2009, representing a CAGR of 7.7% since 2004.

By the end of 2014, other OTC healthcare products category will be worth INR563m

(\$12.9m), with an expected CAGR of 5.2% between 2009 and 2014.

Other OTC healthcare products market was led by rectal medications (representing 65.9% of the total value) followed by eye / ear drops and anti-smoking aids, with an 11.4% and 8.9% market share, respectively. Motion sickness and sleeping aids constitute the remaining segments with a 7% and 6.9% market share, respectively.

Cipla Ltd is the market leader with a 12.9% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Other OTC Healthcare Products Market in India (OTC Healthcare)

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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