

Topical OTC Medicines in the BRIC (Brazil, Russia, India, China) Countries – Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the topical OTC medicines market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value by category, company and brand market shares, and distribution channels per capita for the historic and forecast periods.

Scope

- * Contains information on 4 categories: antiseptic cleansers including hydrogen peroxide, antibiotic creams/gels, anesthetic products, & anti-itch products
- * Market and category level information on value with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

Russia is home to the second largest topical OTC medicines market, led by antiseptic cleansers including hydrogen peroxide.

India is expected to exhibit steady growth between 2009 and 2014.

China leads the topical OTC medicines market among the BRIC nations.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the topical OTC medicines market in high growth / emerging nations
- * Identify key players within the topical OTC medicines market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the topical OTC medicines market in Brazil, Russia, India and China

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