

# Topical OTC Medicines Market in South Korea to 2014 (OTC Healthcare)

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## Abstracts

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### Introduction

This databook provides key data and information on the Topical OTC Medicines Market in South Korea (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

The topical OTC medicines category was valued at KRW202,585.2m (\$183.8m) in 2009, representing a CAGR of 6.3% since 2004.

By the end of 2014, the topical OTC medicines category will be worth KRW277,934.7m

(\$252.2m), with an expected CAGR of 6.5% between 2009 and 2014.

The topical OTC medicines market was led by anti-itch products (representing 32.7% of the total value) followed by antiseptic cleansers including hydrogen peroxide and anesthetic products, with a 32.6% and 23.4% market share, respectively. Antibiotic creams/gels accounts for the remaining 11.3% share.

Johnson & Johnson is the market leader with a 53.5% share of the market.

### **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the Topical OTC Medicines Market in South Korea (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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