

# Russia Over-the-counter (OTC) Drugs Industry Outlook to 2017- Driven by Rising Ageing Population

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## Abstracts

The report titled “Russia Over-the-counter (OTC) Drugs Industry Outlook to 2017- Driven by Rising Ageing Population” presents a comprehensive analysis of the industry covering aspects including market size by revenue and by volume and market segmentation by cold and cough medications, analgesics, digestives, skin treatment products, vitamin and mineral supplements and others. The report also entails a detailed description on the recent trends and developments in the market in and competitive scenario of major players in the industry along with providing market share of major companies in the overall market and market share of major drugs in each category.

The OTC drugs market in Russia has emerged as the fastest growing sectors of the pharmaceutical market in Central and Eastern European region due to its low cost manufacturing. The market has registered a CAGR of 10.3% during 2006-2012 by rising from USD ~ million in 2006 to USD ~ million in 2012.

Cold and cough medications commanded the largest share of ~% share of the total OTC drugs sales in the country in 2012 which has risen from ~% in 2006 followed by Digestives which grew from USD ~ million in 2006 to USD ~ million in 2012. Analgesics have also showcased double digit growth rate in terms of the market revenue and has risen its share from ~% in 2010 to ~% in 2012. Around USD ~ million worth vitamins and minerals were sold in the Russian market in 2012, thereby registering a strong CAGR of 12.9% over the period 2006-2012.

Moscow accounted for the highest share of ~% of the total sales of OTC drugs in Russia in 2012, followed by Saint Petersburg which accounted for ~% of the OTC drugs sales in the country during the year.

Pharmstandard is the largest company with a market share of ~%. The revenue from the sales of OTC drugs by the company was recorded as USD ~ million in 2012 as compared to USD ~ million in 2011. Sanofi Aventis is the second largest OTC drugs company Russia recorded a market share of ~% in 1H2013 followed by Sandoz and Bayer holding nearly ~% in the market.

The anti cold and flu drugs market in Russia was primarily led by aribdol, which was the category leader in anti cold and flu drugs in Russia in 2012 with a market share of ~% followed by Theraflu of Novartis accounting for a share of ~% in the market in 2012. Multivitamins with minerals market in Russia is majorly tapped by Vitrum drug supplied by unipharm with a market share of ~% in 2012.

The future of the Russia OTC drugs industry is expected to be favorable on account of rapidly growing elderly population; rising obesity and a large number of smokers who will contribute to the demand for over the counter drugs in Russia in the future. The market is projected to reach USD ~ million by 2017.

## **KEY TOPICS COVERED IN THE REPORT**

Market Size of Russia OTC Drugs Market by Revenue, 2006-2012

Market Size of Russia OTC Drugs Market by Volume, 2008-2012

Market Segmentation of Russia OTC Drugs Market by Key Product Categories, 2006-2012

Market Segmentation of Russia OTC Drugs Market by major City wise sales value, 2012

Trends and Developments in Russia OTC Drugs Market

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