

# U.S. OTC Drugs Market - Industry Outlook & Forecast 2021-2026

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## Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this U.S. OTC Drugs Market Report

The U.S. OTC drugs market by revenue is expected to grow at a CAGR of 4.01% during the period 2021–2026.

### U.S. OTC DRUGS MARKET: KEY HIGHLIGHTS

In 2020, online pharmacies and hospital pharmacies segments accounted for the most significant U.S. OTC drugs market shares of 20.60% and 18.50%, respectively.

Based on indication, the infection segment is anticipated to grow with the highest incremental growth of USD 2.78 billion during the forecast period.

Online retail giants like Amazon, which recently launched a private label line called Basic Care, contribute to the US OTC drugs market trend.

In the past 30 years, the FDA has converted more than 700 prescription (Rx) products to OTC status.

### U.S. OTC DRUGS MARKET INSIGHTS

With the rise in self-medication among the US population, the demand for on-the-counter (OTC) drugs are significantly increasing. COVID-19 outbreak has considerably

influenced the sales of these drugs with the increased focus on personal health. The expansion in the number of OTC medicines in the region by manufacturing companies and switching prescriptions to OTC drugs highly contributes to market growth. The demand for on-the-counter drugs has constantly been increasing with the rise of private labels, online sales, and the number of OTC product launches in the upcoming years. Recently, the sales of OTC medicines have been growing through online platforms, thereby benefitting private retailers.

## MARKET SHARE & SEGMENTS

There is a wide and powerful array of OTC, supplemental, and herbal preparations to treat patients with upper and lower GI problems accelerating the market's growth in the US.

The demand for cold and cough OTC drugs has already been high, and the dietary supplements are expected to have a higher growth rate mainly due to COVID-19.

The increasing population and prevalence of digestive and cardiovascular problems accompanied by a sedentary lifestyle will increase demand for on-the-counter drugs.

The online pharmacies distribution channel segment is anticipated to witness an incremental growth of USD 2.90 billion during the forecast period.

To reinforce the competitive position, OTC companies may consider acquiring brands rather than companies.

The advent of COVID-19 led to an increased dependence on online pharmacies for purchasing medicines fueling the demand for OTC medicines.

## Segmentation by Product Type

Cold & Cough

Analgesics

Dietary Supplements

Gastrointestinal

Dermatology

Ophthalmic

Others

#### Segmentation by Indication

Infection

Pain

Heartburn

Immune/Health Booster

Others

#### Segmentation by Distribution Channel

Retail Pharmacies

Hospital Pharmacies

Online Pharmacies

Others

#### COMPETITIVE LANDSCAPE

Leading companies are constantly consolidating their market position through strategic and high-profile mergers and acquisitions. Governments across the US are likely to sponsor campaigns to enhance health education, increasing self-medication. The OTC

drugs market in the US is highly competitive and fragmented with the presence of various players. Many leading companies have a broad portfolio of OTC products that the major vendors acquire to strengthen their market value and emerge as the top player in the industry. Vendors are increasingly developing new and more effective products suitable for self-medication to boom in the US OTC drugs market.

### Key Company Profiles

Johnson & Johnson

GlaxoSmithKline

Bayer AG

Teva Pharmaceutical Industries

### Other Prominent Vendors

Abbott

Achelios

Alcon

American Health

Amway

Aytu Consumer Health

Bausch Health Companies

BioGaia

Colgate-Palmolive Company

Herbalife Nutrition

Perrigo Company

Prestige Consumer Health

Procter & Gamble

Reckitt Benckiser Group

Sanofi-Aventis

Sun Pharmaceutical Industries

The Bountiful Company

Viatis

#### KEY QUESTIONS ANSWERED:

1. What is the market size and forecast for the U.S. OTC drugs industry?
2. What are the different distribution channels for the OTC drugs?
3. Who are the key players in the on-the-counter drugs industry?
4. Which is the leading segment in the US OTC drugs market?
5. What is the impact of COVID-19 on the U.S. OTC drugs market?

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

##### 4.1.3 Market Estimation Caveats

#### 4.2 Base Year

#### 4.3 Scope of The Study

##### 4.3.1 Market Segmentation by Product Type

##### 4.3.2 Market Segmentation by Indication

##### 4.3.3 Market Segmentation by Distribution Channel

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

##### 7.1.1 Launching OTC Drugs in US

##### 7.1.2 Accessibility of OTC Drugs in US

##### 7.1.3 Affordability of OTC Drugs in US

##### 7.1.4 Optimizing OTC Drugs

##### 7.1.5 Trends in Various OTC Therapeutic Categories

### **8 MARKET OPPORTUNITIES & TRENDS**

- 8.1 Private Labels & Online Sales of OTC Drugs
- 8.2 Patent Expirations of Prescription Drugs
- 8.3 OTC Product Launches & Replacement of Prescription Drugs
- 8.4 Impact of Healthcare Reforms on OTC Drugs

## **9 MARKET GROWTH ENABLERS**

- 9.1 Growing Trend of Self Medication & Self Care
- 9.2 OTC Drugs Treating Serious Health Conditions
- 9.3 Switching of Prescription Drugs to OTC Drugs
- 9.4 Growing Healthcare Savings by OTC Drugs

## **10 MARKET RESTRAINTS**

- 10.1 Abuse of OTC Drugs
- 10.2 Risk of Side Effects by OTC Counter Drugs
- 10.3 Growing Alternatives to OTC Drugs

## **11 MARKET LANDSCAPE**

- 11.1 Market Overview
  - 11.1.1 Product Insights
  - 11.1.2 Indication Insights
  - 11.1.3 Distribution Channel Insights
- 11.2 Market Size & Forecast
- 11.3 Impact of Covid-19 On the US OTC Drugs Market
- 11.4 Five Forces Analysis
  - 11.4.1 Threat of New Entrants
  - 11.4.2 Bargaining Power of Suppliers
  - 11.4.3 Bargaining Power of Buyers
  - 11.4.4 Threat of Substitutes
  - 11.4.5 Competitive Rivalry

## **12 PRODUCT TYPE**

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 Cold & Cough
  - 12.3.1 Market Overview

- 12.3.2 Market Size & Forecast
- 12.4 Analgesics
  - 12.4.1 Market Overview
  - 12.4.2 Market Size & Forecast
- 12.5 Dietary Supplements
  - 12.5.1 Market Overview
  - 12.5.2 Market Size & Forecast
- 12.6 Gastrointestinal
  - 12.6.1 Market Overview
  - 12.6.2 Market Size & Forecast
- 12.7 Dermatology
  - 12.7.1 Market Overview
  - 12.7.2 Market Size & Forecast
- 12.8 Ophthalmic
  - 12.8.1 Market Overview
  - 12.8.2 Market Size & Forecast
- 12.9 Others
  - 12.9.1 Market Overview
  - 12.9.2 Market Size & Forecast

## **13 INDICATION**

- 13.1 Market Snapshot & Growth Engine
- 13.2 Market Overview
- 13.3 Infection
  - 13.3.1 Market Overview
  - 13.3.2 Market Size & Forecast
- 13.4 Pain
  - 13.4.1 Market Overview
  - 13.4.2 Market Size & Forecast
- 13.5 Heartburn
  - 13.5.1 Market Overview
  - 13.5.2 Market Size & Forecast
- 13.6 Immune/Health Booster
  - 13.6.1 Market Overview
  - 13.6.2 Market Size & Forecast
- 13.7 Others
  - 13.7.1 Market Overview
  - 13.7.2 Market Size & Forecast



## **14 DISTRIBUTION CHANNEL**

### 14.1 Market Snapshot & Growth Engine

### 14.2 Market Overview

### 14.3 Retail Pharmacies

#### 14.3.1 Market Overview

#### 14.3.2 Market Size & Forecast

### 14.4 Hospital Pharmacies

#### 14.4.1 Market Overview

#### 14.4.2 Market Size & Forecast

### 14.5 Online Pharmacies

#### 14.5.1 Market Overview

#### 14.5.2 Market Size & Forecast

### 14.6 Others

#### 14.6.1 Market Overview

#### 14.6.2 Market Size & Forecast

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Competition Overview

### 15.2 Market Share Analysis

#### 15.2.1 Johnson & Johnson in OTC Drugs Market in US

#### 15.2.2 GlaxoSmithKline in OTC Drugs Market in US

#### 15.2.3 Bayer AG in OTC Drugs Market in the US

#### 15.2.4 Teva Pharmaceutical Industries in OTC Drugs Market in the US

## **16 KEY COMPANY PROFILES**

### 16.1 Johnson & Johnson

#### 16.1.1 Business Overview

#### 16.1.2 Johnson & Johnson in OTC Drugs Market in US

#### 16.1.3 Product Offerings

#### 16.1.4 Key Strategies

#### 16.1.5 Key Strengths

#### 16.1.6 Key Opportunities

### 16.2 GlaxoSmithKline

#### 16.2.1 Business Overview

#### 16.2.2 GlaxoSmithKline in OTC Drugs Market in US

- 16.2.3 Product Offerings
- 16.2.4 Key Strategies
- 16.2.5 Key Strengths
- 16.2.6 Key Opportunities
- 16.3 Bayer AG
  - 16.3.1 Business Overview
  - 16.3.2 Bayer AG in OTC Drugs Market in the US
  - 16.3.3 Product Offerings
  - 16.3.4 Key Strategies
  - 16.3.5 Key Strengths
  - 16.3.6 Key Opportunities
- 16.4 Teva Pharmaceutical Industries
  - 16.4.1 Business Overview
  - 16.4.2 Teva Pharmaceutical Industries in OTC Drugs Market in US
  - 16.4.3 Product Offerings
  - 16.4.4 Key Strategies
  - 16.4.5 Key Strengths
  - 16.4.6 Key Opportunities

## **17 OTHER PROMINENT VENDORS**

- 17.1 Abbott
  - 17.1.1 Business Overview
  - 17.1.2 Product Offerings
- 17.2 Achelios
  - 17.2.1 Business Overview
  - 17.2.2 Product Offerings
- 17.3 Alcon
  - 17.3.1 Business Overview
  - 17.3.2 Product Offerings
- 17.4 American Health
  - 17.4.1 Business Overview
  - 17.4.2 Product Offerings
- 17.5 Amway
  - 17.5.1 Business Overview
  - 17.5.2 Product Offerings
- 17.6 Aytu Consumer Health
  - 17.6.1 Business Overview
  - 17.6.2 Product Offerings

## 17.7 Bausch Health Companies

### 17.7.1 Business Overview

### 17.7.2 Product Offerings

## 17.8 BioGaia

### 17.8.1 Business Overview

### 17.8.2 Product Offerings

## 17.9 Colgate-Palmolive Company

### 17.9.1 Business Overview

### 17.9.2 Product Offerings

## 17.10 Herbalife Nutrition

### 17.10.1 Business Overview

### 17.10.2 Product Offerings

## 17.11 Perrigo Company

### 17.11.1 Business Overview

### 17.11.2 Product Offerings

## 17.12 Prestige Consumer Health

### 17.12.1 Business Overview

### 17.12.2 Product Offerings

## 17.13 Procter & Gamble

### 17.13.1 Business Overview

### 17.13.2 Product Offerings

## 17.14 Reckitt Benckiser Group

### 17.14.1 Business Overview

### 17.14.2 Product Offerings

## 17.15 Sanofi-Aventis

### 17.15.1 Business Overview

### 17.15.2 Product Offerings

## 17.16 Sun Pharmaceutical Industries

### 17.16.1 Business Overview

### 17.16.2 Product Offerings

## 17.17 The Bountiful Company

### 17.17.1 Business Overview

### 17.17.2 Product Offerings

## 17.18 Viatris

### 17.18.1 Business Overview

### 17.18.2 Product Offerings

## 18 REPORT SUMMARY

18.1 Key Takeaways

18.2 Strategic Recommendations

## **19 QUANTITATIVE SUMMARY**

19.1 Market by Product Type

19.2 Market by Indication

19.3 Market by Distribution Channel

## **20 APPENDIX**

20.1 Abbreviations

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of OTC Drugs Market in US
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 OTC Drugs Available Under Various Therapeutics Classes in US
- Exhibit 4 OTC Therapeutic Category Trends
- Exhibit 5 Impact of Private Labels & Online Sales of OTC Drugs
- Exhibit 6 Impact of Patent Expirations of Prescription Drugs
- Exhibit 7 Impact of Product Launches & Replacement of Prescription Drugs
- Exhibit 8 Impact of Healthcare Reforms on OTC Drugs
- Exhibit 9 Impact of Growing Trend of Self Medication & Self Care
- Exhibit 10 Impact of OTC Drugs Treating Serious Health Conditions
- Exhibit 11 Impact of Switching of Prescription Drugs to OTC Drugs
- Exhibit 12 Impact of Growing Healthcare Savings by OTC Drugs
- Exhibit 13 OTC Drug Savings Based on Product Category 2020 (% share)
- Exhibit 14 Impact of Abuse of OTC Drugs
- Exhibit 15 List of OTC Drugs Abused
- Exhibit 16 Impact of Risk of Side Effects by OTC Drugs
- Exhibit 17 Impact of Growing Alternatives to OTC Drugs
- Exhibit 18 OTC Drugs Market in US by Product 2020 & 2026 (% share)
- Exhibit 19 OTC Drugs Market in US by Indication 2020 & 2026 (% shares)
- Exhibit 20 OTC Drugs Market in US by Distribution Channel 2020 & 2026
- Exhibit 21 OTC Drugs Market in US 2020–2026 (\$ billion)
- Exhibit 22 Advantages of OTC Drugs Among Physicians and Consumers
- Exhibit 23 Five Forces Analysis 2020
- Exhibit 24 Incremental Growth by Product Type 2020 & 2026
- Exhibit 25 OTC Drugs Market in the US by Product Type
- Exhibit 26 OTC Drugs to Treat Medical Conditions (%)
- Exhibit 27 OTC Drugs Market in US by Cold & Cough: Incremental & Absolute Growth
- Exhibit 28 OTC Drugs Market in US by Cold & Cough 2020–2026 (\$ billion)
- Exhibit 29 OTC Drugs Market in US by Analgesics: Incremental & Absolute Growth
- Exhibit 30 OTC Drugs Market in US by Analgesics 2020–2026 (\$ billion)
- Exhibit 31 OTC Drugs Market in the US by Dietary Supplements: Incremental & Absolute Growth
- Exhibit 32 OTC Drugs Market in US by Dietary Supplements 2020–2026 (\$ billion)
- Exhibit 33 OTC Drugs Market in the US by Gastrointestinal: Incremental & Absolute Growth

- Exhibit 34 OTC Drugs Market in US by Gastrointestinal 2020–2026 (\$ billion)
- Exhibit 35 OTC Drugs Market in US by Dermatology: Incremental & Absolute Growth
- Exhibit 36 OTC Drugs Market in US by Dermatology 2020–2026 (\$ billion)
- Exhibit 37 OTC Drugs Market in US by Ophthalmic: Incremental & Absolute Growth
- Exhibit 38 OTC Drugs Market in US by Ophthalmic 2020–2026 (\$ billion)
- Exhibit 39 OTC Drugs Market in US: Incremental & Absolute Growth
- Exhibit 40 OTC Drugs Market in US by Others 2020–2026 (\$ billion)
- Exhibit 41 Incremental Growth by Indication 2020 & 2026
- Exhibit 42 OTC Drugs Market in the US by Indication
- Exhibit 43 OTC Drugs Market in US by Indication: Incremental Growth
- Exhibit 44 OTC Drugs Market in US by Indication: Absolute Growth
- Exhibit 45 OTC Drugs Market in US by Infection: Incremental & Absolute Growth
- Exhibit 46 OTC Drugs Market in US by Infection 2020–2026 (\$ billion)
- Exhibit 47 OTC Drugs Market in US by Pain: Incremental & Absolute Growth
- Exhibit 48 OTC Drugs Market in the US by Pain 2020–2026 (\$ billion)
- Exhibit 49 OTC Drugs Market in US by Heartburn: Incremental & Absolute Growth
- Exhibit 50 OTC Drugs Market in US by Heartburn 2020–2026 (\$ billion)
- Exhibit 51 OTC Drugs Market in US by Immune/ Health Booster: Incremental & Absolute Growth
- Exhibit 52 OTC Drugs Market in US by Immune/ Health Booster 2020–2026 (\$ billion)
- Exhibit 53 OTC Drugs Market in US by Others: Incremental & Absolute Growth
- Exhibit 54 OTC Drugs Market in US by Others 2020–2026 (\$ billion)
- Exhibit 55 Incremental Growth by Distribution Channel 2020 & 2026
- Exhibit 56 OTC Drugs Market in the US by Distribution Channel
- Exhibit 57 OTC Drugs Market in US by Distribution Channel: Incremental Growth
- Exhibit 58 OTC Drugs Market in US by Distribution Channel: Absolute Growth
- Exhibit 59 OTC Drugs Market in US by Retail Pharmacies: Incremental & Absolute Growth
- Exhibit 60 OTC Drugs Market in the US by Retail Pharmacies 2020–2026 (\$ billion)
- Exhibit 61 OTC Drugs Market in US by Hospital Pharmacies: Incremental & Absolute Growth
- Exhibit 62 OTC Drugs Market in US by Hospital Pharmacies 2020–2026 (\$ billion)
- Exhibit 63 OTC Drugs Market in the US by Online Pharmacies: Incremental & Absolute Growth
- Exhibit 64 OTC Drugs Market in US by Online Pharmacies 2020–2026 (\$ billion)
- Exhibit 65 OTC Drugs Market in the US by Others: Incremental & Absolute Growth
- Exhibit 66 OTC Drugs Market in US by Others 2020–2026 (\$ billion)
- Exhibit 67 OTC Drugs Market in the US: Vendors Market Shares 2020
- Exhibit 68 Johnson & Johnson: Total Revenue 2018?2020 (\$ billion)

- Exhibit 69 Johnson & Johnson: Revenue by Business Segments 2018?2020 (\$ billion)
- Exhibit 70 Johnson & Johnson: R&D Expenditure 2018?2020 (\$ billion)
- Exhibit 71 Johnson & Johnson: Revenue Share by Geographic Regions 2018?2020 (\$ billion)
- Exhibit 72 GlaxoSmithKline: Total Revenue 2018?2020 (\$ billion)
- Exhibit 73 GlaxoSmithKline: Revenue by Business Segments 2018?2020 (\$ billion)
- Exhibit 74 GlaxoSmithKline: R&D Expenditure 2018?2020 (\$ billion)
- Exhibit 75 GlaxoSmithKline: Geographic Regions 2018?2020 (\$ billion)
- Exhibit 76 Bayer AG: Total Revenue 2018?2020 (\$ billion)
- Exhibit 77 Bayer AG: Revenue by Business Segments 2018?2020 (\$ billion)
- Exhibit 78 Bayer AG: R&D Expenditure 2018?2020 (\$ billion)
- Exhibit 79 Bayer AG: Revenue by Geographic Regions 2018?2020 (\$ billion)
- Exhibit 80 Teva Pharmaceutical Industries: Total Revenue 2018?2020 (\$ billion)
- Exhibit 81 Teva Pharmaceutical Industries: R&D Expenditure 2018?2020 (\$ billion)
- Exhibit 82 Teva Pharmaceutical Industries: Revenue by Geographic Regions 2018?2020 (\$ billion)



## List Of Tables

### LIST OF TABLES

Table 1	Key Caveats
Table 2	Currency Conversion 2013?2020
Table 3	Top Branded Drugs That Will Lose Their Patents By 2020
Table 4	OTC Drugs Launched by Companies as OTC 2010- 2015
Table 5	OTC Products to be Eligible for Reimbursement
Table 6	Latest Ingredients & Dosages transferred from Rx to OTC Status by FDA
Table 7	OTC Drugs Market in US by Product Type: Incremental and Absolute Growth
Table 8	OTC Drugs Market in the US: Ranking Vendors 2020
Table 9	Johnson & Johnson: Major Product Offerings
Table 10	GlaxoSmithKline: Major Product Offerings
Table 11	Bayer AG: Major Product Offerings
Table 12	Teva Pharmaceutical Industries: Major Product Offerings
Table 13	Abbott: Major Product Offerings
Table 14	Achelios: Major Product Offerings
Table 15	Alcon: Major Product Offerings
Table 16	American Health: Major Product Offerings
Table 17	Amway: Major Product Offerings
Table 18	Aytu Consumer Health: Major Product Offerings
Table 19	Bausch Health Companies: Major Product Offerings
Table 20	BioGaia: Major Product Offerings
Table 21	Colgate-Palmolive Company: Major Product Offerings
Table 22	Herbalife Nutrition: Major Product Offerings
Table 23	Perrigo Company: Major Product Offerings
Table 24	Prestige Consumer Health: Major Product Offerings
Table 25	Procter & Gamble: Major Product Offerings
Table 26	Reckitt Benckiser Group: Major Product Offerings
Table 27	sanofi-aventis: Major Product Offerings
Table 28	Sun Pharmaceutical Industries: Major Product Offerings
Table 29	The Bountiful Company: Major Product Offerings
Table 30	Viatris: Major Product Offerings
Table 31	OTC Drugs Market in US by Product Type 2020?2026 (\$ billion)
Table 32	OTC Drugs Market in US by Product Type 2020?2026 (%)
Table 33	OTC Drugs Market in US by Indication 2020?2026 (\$ billion)
Table 34	OTC Drugs Market in US by Indication 2020?2026 (%)
Table 35	OTC Drugs Market in US by Distribution Channel 2020?2026 (\$ billion)



Table 36 OTC Drugs Market in = US by Distribution Channel 2020?2026 (%)

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