

Over-the-Counter (OTC) Drugs and Dietary Supplements: Opportunities for Consumer Goods Distributors

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Abstracts

REPORT INCLUDES:

An overview, scope and market landscape of Over-the-Counter (OTC) drugs and dietary supplement products

Coverage of regulatory needs and opportunities that can be found in the OTC drugs and dietary supplements industry for wholesale distributors

Information on the role of govt. regulations on selling OTC medicines in outlets other than pharmacies, and how these changing regulatory landscapes can influence the FMCG market

A look at various channels selling OTC medicines and dietary supplements (VMS); their market growth and specialized marketing methods of non-pharmacy channels

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