

# Over-the-Counter (OTC) Drugs, and Vitamins & Dietary Supplements: Global Markets

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## Abstracts

### Report Scope

This report provides an overview of the global over-the-counter (OTC) drugs, vitamins and dietary supplements market and analyzes trends in this market. It includes global revenue (\$ million) for the base year of 2024, estimated market values for 2025, and market values for the forecast period 2025 through 2030. In this report, market revenue refers to ex-factory or ex-manufacturer sales, representing the value of goods as they leave the manufacturer and before any markups by wholesalers or retailers.

The report focuses on the major driving trends and challenges that affect the OTC drugs, vitamins and dietary supplements market and its vendor landscape. It covers the latest new products, acquisitions and collaborations taking place in this market. It also analyzes environmental, social, and corporate governance (ESG) developments and discusses emerging opportunities and challenges related to the market.

The report concludes with an analysis of the competitive landscape of this market, providing the ranking and share of key players. It also has a company profiles section that is dedicated to providing details about leading market players.

It is important to note that this report's scope covers only pharmacological OTC drugs and excludes any other types of drugs, such as alternative therapies. Also, dietary supplements for weight management, meal replacements, medical nutrition, sports nutrition, and skin care are not included in this report.

### Report Includes

46 data tables and 59 additional tables

An overview of the global market for over-the-counter drugs, vitamins and dietary supplements

An analysis of the global market trends with market revenue data from 2022 to 2024, estimates for 2025, and projected CAGRs through 2030

Highlights of the current and future market potential and quantification of the market by product type, point of sales, and geographic region

Discussion on market opportunities for over-the-counter drugs, vitamins and dietary supplement applications, industry structure, and regulatory scenarios

Information on the latest developments in healthcare interoperability solutions and new industry research, upcoming technologies, and economic trends

Identification of challenges and discussion on how to overcome those to reach its commercialization potential, and ESG trends of the market

Market share analysis of the key companies of the industry and coverage of their proprietary technologies, strategic alliances, and other key market strategies and a relevant patent analysis

Comprehensive company profiles of the leading players of the industry, including Haleon Group of Companies, Kenvue, Opella Healthcare Group SAS, Bayer AG, and Procter & Gamble

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OTC Drugs

Vitamins and Dietary Supplements

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OTC Drugs

Vitamins and Dietary Supplements

#### Asia-Pacific

OTC Drugs

Vitamins and Dietary Supplements

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ABBOTT  
AMWAY CORP.  
BAYER AG  
DSM- FIRMENICH  
HALEON GROUP OF CO.  
HERBALIFE LTD.  
KENVUE  
NESTLE HEALTH SCIENCE  
OPELLA HEALTHCARE GROUP SAS  
PHARMAVITE  
PROCTER & GAMBLE  
RECKITT  
STADA ARZNEIMITTEL AG  
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