

Global OTC Medicine Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

OTC medicines are also called over-the-counter drugs, as opposed to prescription drugs, which refer to drugs that can be purchased from pharmacies without a doctor's prescription. These drugs have been used for a long time in clinical practice, with definite efficacy and fewer adverse drug reactions. Patients do not need to have too much professional knowledge, and they can use them safely with only the drug instructions and labels.

The global OTC Medicine market size was estimated at USD 25780 million in 2023 and is projected to reach USD 39651.75 million by 2032, exhibiting a CAGR of 4.90% during the forecast period.

North America OTC Medicine market size was estimated at USD 7293.65 million in 2023, at a CAGR of 4.20% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global OTC Medicine market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global OTC Medicine Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the OTC Medicine market in any manner.

Global OTC Medicine Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Procter & Gamble

Johnson & Johnson

GlaxoSmithKline Plc

Abbott Laboratories

Amway Corporation

Bayer

Aktienge

Sanofi

Pfizer

Reckitt Benckiser Group

Church & Dwight

Bayer HealthCare

AstraZeneca

BioGaia

Bristol Myers Squibb

Chr. Hansen

Cipla

CoLucid

Daiichi Sankyo

Friggs

DSM

Eisai

Eli Lilly

Herbalife

Euradite

Market Segmentation (by Type)

Gastrointestinal Tract

Dermatology

Otolaryngology

Nutrition/Vitamins

Others

Market Segmentation (by Application)

Pharmacy

Hospital Pharmacy

Online Retailer

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the OTC Medicine Market

Overview of the regional outlook of the OTC Medicine Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the OTC Medicine Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the

industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of OTC Medicine, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of OTC Medicine

1.2 Key Market Segments

1.2.1 OTC Medicine Segment by Type

1.2.2 OTC Medicine Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 OTC MEDICINE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global OTC Medicine Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global OTC Medicine Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 OTC MEDICINE MARKET COMPETITIVE LANDSCAPE

3.1 Global OTC Medicine Sales by Manufacturers (2019-2024)

3.2 Global OTC Medicine Revenue Market Share by Manufacturers (2019-2024)

3.3 OTC Medicine Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global OTC Medicine Average Price by Manufacturers (2019-2024)

3.5 Manufacturers OTC Medicine Sales Sites, Area Served, Product Type

3.6 OTC Medicine Market Competitive Situation and Trends

3.6.1 OTC Medicine Market Concentration Rate

3.6.2 Global 5 and 10 Largest OTC Medicine Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 OTC MEDICINE INDUSTRY CHAIN ANALYSIS

4.1 OTC Medicine Industry Chain Analysis

- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF OTC MEDICINE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 OTC MEDICINE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global OTC Medicine Sales Market Share by Type (2019-2024)
- 6.3 Global OTC Medicine Market Size Market Share by Type (2019-2024)
- 6.4 Global OTC Medicine Price by Type (2019-2024)

7 OTC MEDICINE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global OTC Medicine Market Sales by Application (2019-2024)
- 7.3 Global OTC Medicine Market Size (M USD) by Application (2019-2024)
- 7.4 Global OTC Medicine Sales Growth Rate by Application (2019-2024)

8 OTC MEDICINE MARKET CONSUMPTION BY REGION

- 8.1 Global OTC Medicine Sales by Region
 - 8.1.1 Global OTC Medicine Sales by Region
 - 8.1.2 Global OTC Medicine Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America OTC Medicine Sales by Country
 - 8.2.2 U.S.

- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe OTC Medicine Sales by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific OTC Medicine Sales by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America OTC Medicine Sales by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa OTC Medicine Sales by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 OTC MEDICINE MARKET PRODUCTION BY REGION

- 9.1 Global Production of OTC Medicine by Region (2019-2024)
- 9.2 Global OTC Medicine Revenue Market Share by Region (2019-2024)
- 9.3 Global OTC Medicine Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America OTC Medicine Production
 - 9.4.1 North America OTC Medicine Production Growth Rate (2019-2024)
 - 9.4.2 North America OTC Medicine Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe OTC Medicine Production

- 9.5.1 Europe OTC Medicine Production Growth Rate (2019-2024)
- 9.5.2 Europe OTC Medicine Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan OTC Medicine Production (2019-2024)
 - 9.6.1 Japan OTC Medicine Production Growth Rate (2019-2024)
 - 9.6.2 Japan OTC Medicine Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China OTC Medicine Production (2019-2024)
 - 9.7.1 China OTC Medicine Production Growth Rate (2019-2024)
 - 9.7.2 China OTC Medicine Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Procter and Gamble
 - 10.1.1 Procter and Gamble OTC Medicine Basic Information
 - 10.1.2 Procter and Gamble OTC Medicine Product Overview
 - 10.1.3 Procter and Gamble OTC Medicine Product Market Performance
 - 10.1.4 Procter and Gamble Business Overview
 - 10.1.5 Procter and Gamble OTC Medicine SWOT Analysis
 - 10.1.6 Procter and Gamble Recent Developments
- 10.2 Johnson and Johnson
 - 10.2.1 Johnson and Johnson OTC Medicine Basic Information
 - 10.2.2 Johnson and Johnson OTC Medicine Product Overview
 - 10.2.3 Johnson and Johnson OTC Medicine Product Market Performance
 - 10.2.4 Johnson and Johnson Business Overview
 - 10.2.5 Johnson and Johnson OTC Medicine SWOT Analysis
 - 10.2.6 Johnson and Johnson Recent Developments
- 10.3 GlaxoSmithKline Plc
 - 10.3.1 GlaxoSmithKline Plc OTC Medicine Basic Information
 - 10.3.2 GlaxoSmithKline Plc OTC Medicine Product Overview
 - 10.3.3 GlaxoSmithKline Plc OTC Medicine Product Market Performance
 - 10.3.4 GlaxoSmithKline Plc OTC Medicine SWOT Analysis
 - 10.3.5 GlaxoSmithKline Plc Business Overview
 - 10.3.6 GlaxoSmithKline Plc Recent Developments
- 10.4 Abbott Laboratories
 - 10.4.1 Abbott Laboratories OTC Medicine Basic Information
 - 10.4.2 Abbott Laboratories OTC Medicine Product Overview
 - 10.4.3 Abbott Laboratories OTC Medicine Product Market Performance
 - 10.4.4 Abbott Laboratories Business Overview
 - 10.4.5 Abbott Laboratories Recent Developments

10.5 Amway Corporation

- 10.5.1 Amway Corporation OTC Medicine Basic Information
- 10.5.2 Amway Corporation OTC Medicine Product Overview
- 10.5.3 Amway Corporation OTC Medicine Product Market Performance
- 10.5.4 Amway Corporation Business Overview
- 10.5.5 Amway Corporation Recent Developments

10.6 Bayer

- 10.6.1 Bayer OTC Medicine Basic Information
- 10.6.2 Bayer OTC Medicine Product Overview
- 10.6.3 Bayer OTC Medicine Product Market Performance
- 10.6.4 Bayer Business Overview
- 10.6.5 Bayer Recent Developments

10.7 Aktienge

- 10.7.1 Aktienge OTC Medicine Basic Information
- 10.7.2 Aktienge OTC Medicine Product Overview
- 10.7.3 Aktienge OTC Medicine Product Market Performance
- 10.7.4 Aktienge Business Overview
- 10.7.5 Aktienge Recent Developments

10.8 Sanofi

- 10.8.1 Sanofi OTC Medicine Basic Information
- 10.8.2 Sanofi OTC Medicine Product Overview
- 10.8.3 Sanofi OTC Medicine Product Market Performance
- 10.8.4 Sanofi Business Overview
- 10.8.5 Sanofi Recent Developments

10.9 Pfizer

- 10.9.1 Pfizer OTC Medicine Basic Information
- 10.9.2 Pfizer OTC Medicine Product Overview
- 10.9.3 Pfizer OTC Medicine Product Market Performance
- 10.9.4 Pfizer Business Overview
- 10.9.5 Pfizer Recent Developments

10.10 Reckitt Benckiser Group

- 10.10.1 Reckitt Benckiser Group OTC Medicine Basic Information
- 10.10.2 Reckitt Benckiser Group OTC Medicine Product Overview
- 10.10.3 Reckitt Benckiser Group OTC Medicine Product Market Performance
- 10.10.4 Reckitt Benckiser Group Business Overview
- 10.10.5 Reckitt Benckiser Group Recent Developments

10.11 Church and Dwight

- 10.11.1 Church and Dwight OTC Medicine Basic Information
- 10.11.2 Church and Dwight OTC Medicine Product Overview

- 10.11.3 Church and Dwight OTC Medicine Product Market Performance
- 10.11.4 Church and Dwight Business Overview
- 10.11.5 Church and Dwight Recent Developments
- 10.12 Bayer HealthCare
 - 10.12.1 Bayer HealthCare OTC Medicine Basic Information
 - 10.12.2 Bayer HealthCare OTC Medicine Product Overview
 - 10.12.3 Bayer HealthCare OTC Medicine Product Market Performance
 - 10.12.4 Bayer HealthCare Business Overview
 - 10.12.5 Bayer HealthCare Recent Developments
- 10.13 AstraZeneca
 - 10.13.1 AstraZeneca OTC Medicine Basic Information
 - 10.13.2 AstraZeneca OTC Medicine Product Overview
 - 10.13.3 AstraZeneca OTC Medicine Product Market Performance
 - 10.13.4 AstraZeneca Business Overview
 - 10.13.5 AstraZeneca Recent Developments
- 10.14 BioGaia
 - 10.14.1 BioGaia OTC Medicine Basic Information
 - 10.14.2 BioGaia OTC Medicine Product Overview
 - 10.14.3 BioGaia OTC Medicine Product Market Performance
 - 10.14.4 BioGaia Business Overview
 - 10.14.5 BioGaia Recent Developments
- 10.15 Bristol Myers Squibb
 - 10.15.1 Bristol Myers Squibb OTC Medicine Basic Information
 - 10.15.2 Bristol Myers Squibb OTC Medicine Product Overview
 - 10.15.3 Bristol Myers Squibb OTC Medicine Product Market Performance
 - 10.15.4 Bristol Myers Squibb Business Overview
 - 10.15.5 Bristol Myers Squibb Recent Developments
- 10.16 Chr. Hansen
 - 10.16.1 Chr. Hansen OTC Medicine Basic Information
 - 10.16.2 Chr. Hansen OTC Medicine Product Overview
 - 10.16.3 Chr. Hansen OTC Medicine Product Market Performance
 - 10.16.4 Chr. Hansen Business Overview
 - 10.16.5 Chr. Hansen Recent Developments
- 10.17 Cipla
 - 10.17.1 Cipla OTC Medicine Basic Information
 - 10.17.2 Cipla OTC Medicine Product Overview
 - 10.17.3 Cipla OTC Medicine Product Market Performance
 - 10.17.4 Cipla Business Overview
 - 10.17.5 Cipla Recent Developments

10.18 CoLucid

- 10.18.1 CoLucid OTC Medicine Basic Information
- 10.18.2 CoLucid OTC Medicine Product Overview
- 10.18.3 CoLucid OTC Medicine Product Market Performance
- 10.18.4 CoLucid Business Overview
- 10.18.5 CoLucid Recent Developments

10.19 Daiichi Sankyo

- 10.19.1 Daiichi Sankyo OTC Medicine Basic Information
- 10.19.2 Daiichi Sankyo OTC Medicine Product Overview
- 10.19.3 Daiichi Sankyo OTC Medicine Product Market Performance
- 10.19.4 Daiichi Sankyo Business Overview
- 10.19.5 Daiichi Sankyo Recent Developments

10.20 Friggs

- 10.20.1 Friggs OTC Medicine Basic Information
- 10.20.2 Friggs OTC Medicine Product Overview
- 10.20.3 Friggs OTC Medicine Product Market Performance
- 10.20.4 Friggs Business Overview
- 10.20.5 Friggs Recent Developments

10.21 DSM

- 10.21.1 DSM OTC Medicine Basic Information
- 10.21.2 DSM OTC Medicine Product Overview
- 10.21.3 DSM OTC Medicine Product Market Performance
- 10.21.4 DSM Business Overview
- 10.21.5 DSM Recent Developments

10.22 Eisai

- 10.22.1 Eisai OTC Medicine Basic Information
- 10.22.2 Eisai OTC Medicine Product Overview
- 10.22.3 Eisai OTC Medicine Product Market Performance
- 10.22.4 Eisai Business Overview
- 10.22.5 Eisai Recent Developments

10.23 Eli Lilly

- 10.23.1 Eli Lilly OTC Medicine Basic Information
- 10.23.2 Eli Lilly OTC Medicine Product Overview
- 10.23.3 Eli Lilly OTC Medicine Product Market Performance
- 10.23.4 Eli Lilly Business Overview
- 10.23.5 Eli Lilly Recent Developments

10.24 Herbalife

- 10.24.1 Herbalife OTC Medicine Basic Information
- 10.24.2 Herbalife OTC Medicine Product Overview

10.24.3 Herbalife OTC Medicine Product Market Performance

10.24.4 Herbalife Business Overview

10.24.5 Herbalife Recent Developments

10.25 Euradite

10.25.1 Euradite OTC Medicine Basic Information

10.25.2 Euradite OTC Medicine Product Overview

10.25.3 Euradite OTC Medicine Product Market Performance

10.25.4 Euradite Business Overview

10.25.5 Euradite Recent Developments

11 OTC MEDICINE MARKET FORECAST BY REGION

11.1 Global OTC Medicine Market Size Forecast

11.2 Global OTC Medicine Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe OTC Medicine Market Size Forecast by Country

11.2.3 Asia Pacific OTC Medicine Market Size Forecast by Region

11.2.4 South America OTC Medicine Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Consumption of OTC Medicine by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global OTC Medicine Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of OTC Medicine by Type (2025-2032)

12.1.2 Global OTC Medicine Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of OTC Medicine by Type (2025-2032)

12.2 Global OTC Medicine Market Forecast by Application (2025-2032)

12.2.1 Global OTC Medicine Sales (K MT) Forecast by Application

12.2.2 Global OTC Medicine Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. OTC Medicine Market Size Comparison by Region (M USD)
- Table 5. Global OTC Medicine Sales (K MT) by Manufacturers (2019-2024)
- Table 6. Global OTC Medicine Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global OTC Medicine Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global OTC Medicine Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in OTC Medicine as of 2022)
- Table 10. Global Market OTC Medicine Average Price (USD/MT) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers OTC Medicine Sales Sites and Area Served
- Table 12. Manufacturers OTC Medicine Product Type
- Table 13. Global OTC Medicine Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of OTC Medicine
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. OTC Medicine Market Challenges
- Table 22. Global OTC Medicine Sales by Type (K MT)
- Table 23. Global OTC Medicine Market Size by Type (M USD)
- Table 24. Global OTC Medicine Sales (K MT) by Type (2019-2024)
- Table 25. Global OTC Medicine Sales Market Share by Type (2019-2024)
- Table 26. Global OTC Medicine Market Size (M USD) by Type (2019-2024)
- Table 27. Global OTC Medicine Market Size Share by Type (2019-2024)
- Table 28. Global OTC Medicine Price (USD/MT) by Type (2019-2024)
- Table 29. Global OTC Medicine Sales (K MT) by Application
- Table 30. Global OTC Medicine Market Size by Application
- Table 31. Global OTC Medicine Sales by Application (2019-2024) & (K MT)
- Table 32. Global OTC Medicine Sales Market Share by Application (2019-2024)

- Table 33. Global OTC Medicine Sales by Application (2019-2024) & (M USD)
- Table 34. Global OTC Medicine Market Share by Application (2019-2024)
- Table 35. Global OTC Medicine Sales Growth Rate by Application (2019-2024)
- Table 36. Global OTC Medicine Sales by Region (2019-2024) & (K MT)
- Table 37. Global OTC Medicine Sales Market Share by Region (2019-2024)
- Table 38. North America OTC Medicine Sales by Country (2019-2024) & (K MT)
- Table 39. Europe OTC Medicine Sales by Country (2019-2024) & (K MT)
- Table 40. Asia Pacific OTC Medicine Sales by Region (2019-2024) & (K MT)
- Table 41. South America OTC Medicine Sales by Country (2019-2024) & (K MT)
- Table 42. Middle East and Africa OTC Medicine Sales by Region (2019-2024) & (K MT)
- Table 43. Global OTC Medicine Production (K MT) by Region (2019-2024)
- Table 44. Global OTC Medicine Revenue (US\$ Million) by Region (2019-2024)
- Table 45. Global OTC Medicine Revenue Market Share by Region (2019-2024)
- Table 46. Global OTC Medicine Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 47. North America OTC Medicine Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 48. Europe OTC Medicine Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 49. Japan OTC Medicine Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 50. China OTC Medicine Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2019-2024)
- Table 51. Procter and Gamble OTC Medicine Basic Information
- Table 52. Procter and Gamble OTC Medicine Product Overview
- Table 53. Procter and Gamble OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 54. Procter and Gamble Business Overview
- Table 55. Procter and Gamble OTC Medicine SWOT Analysis
- Table 56. Procter and Gamble Recent Developments
- Table 57. Johnson and Johnson OTC Medicine Basic Information
- Table 58. Johnson and Johnson OTC Medicine Product Overview
- Table 59. Johnson and Johnson OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 60. Johnson and Johnson Business Overview
- Table 61. Johnson and Johnson OTC Medicine SWOT Analysis
- Table 62. Johnson and Johnson Recent Developments
- Table 63. GlaxoSmithKline Plc OTC Medicine Basic Information
- Table 64. GlaxoSmithKline Plc OTC Medicine Product Overview

Table 65. GlaxoSmithKline Plc OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 66. GlaxoSmithKline Plc OTC Medicine SWOT Analysis

Table 67. GlaxoSmithKline Plc Business Overview

Table 68. GlaxoSmithKline Plc Recent Developments

Table 69. Abbott Laboratories OTC Medicine Basic Information

Table 70. Abbott Laboratories OTC Medicine Product Overview

Table 71. Abbott Laboratories OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 72. Abbott Laboratories Business Overview

Table 73. Abbott Laboratories Recent Developments

Table 74. Amway Corporation OTC Medicine Basic Information

Table 75. Amway Corporation OTC Medicine Product Overview

Table 76. Amway Corporation OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 77. Amway Corporation Business Overview

Table 78. Amway Corporation Recent Developments

Table 79. Bayer OTC Medicine Basic Information

Table 80. Bayer OTC Medicine Product Overview

Table 81. Bayer OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 82. Bayer Business Overview

Table 83. Bayer Recent Developments

Table 84. Aktienge OTC Medicine Basic Information

Table 85. Aktienge OTC Medicine Product Overview

Table 86. Aktienge OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 87. Aktienge Business Overview

Table 88. Aktienge Recent Developments

Table 89. Sanofi OTC Medicine Basic Information

Table 90. Sanofi OTC Medicine Product Overview

Table 91. Sanofi OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 92. Sanofi Business Overview

Table 93. Sanofi Recent Developments

Table 94. Pfizer OTC Medicine Basic Information

Table 95. Pfizer OTC Medicine Product Overview

Table 96. Pfizer OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 97. Pfizer Business Overview

Table 98. Pfizer Recent Developments

Table 99. Reckitt Benckiser Group OTC Medicine Basic Information

Table 100. Reckitt Benckiser Group OTC Medicine Product Overview

Table 101. Reckitt Benckiser Group OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 102. Reckitt Benckiser Group Business Overview

Table 103. Reckitt Benckiser Group Recent Developments

Table 104. Church and Dwight OTC Medicine Basic Information

Table 105. Church and Dwight OTC Medicine Product Overview

Table 106. Church and Dwight OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 107. Church and Dwight Business Overview

Table 108. Church and Dwight Recent Developments

Table 109. Bayer HealthCare OTC Medicine Basic Information

Table 110. Bayer HealthCare OTC Medicine Product Overview

Table 111. Bayer HealthCare OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 112. Bayer HealthCare Business Overview

Table 113. Bayer HealthCare Recent Developments

Table 114. AstraZeneca OTC Medicine Basic Information

Table 115. AstraZeneca OTC Medicine Product Overview

Table 116. AstraZeneca OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 117. AstraZeneca Business Overview

Table 118. AstraZeneca Recent Developments

Table 119. BioGaia OTC Medicine Basic Information

Table 120. BioGaia OTC Medicine Product Overview

Table 121. BioGaia OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 122. BioGaia Business Overview

Table 123. BioGaia Recent Developments

Table 124. Bristol Myers Squibb OTC Medicine Basic Information

Table 125. Bristol Myers Squibb OTC Medicine Product Overview

Table 126. Bristol Myers Squibb OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

Table 127. Bristol Myers Squibb Business Overview

Table 128. Bristol Myers Squibb Recent Developments

Table 129. Chr. Hansen OTC Medicine Basic Information

- Table 130. Chr. Hansen OTC Medicine Product Overview
- Table 131. Chr. Hansen OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 132. Chr. Hansen Business Overview
- Table 133. Chr. Hansen Recent Developments
- Table 134. Cipla OTC Medicine Basic Information
- Table 135. Cipla OTC Medicine Product Overview
- Table 136. Cipla OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 137. Cipla Business Overview
- Table 138. Cipla Recent Developments
- Table 139. CoLucid OTC Medicine Basic Information
- Table 140. CoLucid OTC Medicine Product Overview
- Table 141. CoLucid OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 142. CoLucid Business Overview
- Table 143. CoLucid Recent Developments
- Table 144. Daiichi Sankyo OTC Medicine Basic Information
- Table 145. Daiichi Sankyo OTC Medicine Product Overview
- Table 146. Daiichi Sankyo OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 147. Daiichi Sankyo Business Overview
- Table 148. Daiichi Sankyo Recent Developments
- Table 149. Friggs OTC Medicine Basic Information
- Table 150. Friggs OTC Medicine Product Overview
- Table 151. Friggs OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 152. Friggs Business Overview
- Table 153. Friggs Recent Developments
- Table 154. DSM OTC Medicine Basic Information
- Table 155. DSM OTC Medicine Product Overview
- Table 156. DSM OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 157. DSM Business Overview
- Table 158. DSM Recent Developments
- Table 159. Eisai OTC Medicine Basic Information
- Table 160. Eisai OTC Medicine Product Overview
- Table 161. Eisai OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)

- Table 162. Eisai Business Overview
- Table 163. Eisai Recent Developments
- Table 164. Eli Lilly OTC Medicine Basic Information
- Table 165. Eli Lilly OTC Medicine Product Overview
- Table 166. Eli Lilly OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 167. Eli Lilly Business Overview
- Table 168. Eli Lilly Recent Developments
- Table 169. Herbalife OTC Medicine Basic Information
- Table 170. Herbalife OTC Medicine Product Overview
- Table 171. Herbalife OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 172. Herbalife Business Overview
- Table 173. Herbalife Recent Developments
- Table 174. Euradite OTC Medicine Basic Information
- Table 175. Euradite OTC Medicine Product Overview
- Table 176. Euradite OTC Medicine Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2019-2024)
- Table 177. Euradite Business Overview
- Table 178. Euradite Recent Developments
- Table 179. Global OTC Medicine Sales Forecast by Region (2025-2032) & (K MT)
- Table 180. Global OTC Medicine Market Size Forecast by Region (2025-2032) & (M USD)
- Table 181. North America OTC Medicine Sales Forecast by Country (2025-2032) & (K MT)
- Table 182. North America OTC Medicine Market Size Forecast by Country (2025-2032) & (M USD)
- Table 183. Europe OTC Medicine Sales Forecast by Country (2025-2032) & (K MT)
- Table 184. Europe OTC Medicine Market Size Forecast by Country (2025-2032) & (M USD)
- Table 185. Asia Pacific OTC Medicine Sales Forecast by Region (2025-2032) & (K MT)
- Table 186. Asia Pacific OTC Medicine Market Size Forecast by Region (2025-2032) & (M USD)
- Table 187. South America OTC Medicine Sales Forecast by Country (2025-2032) & (K MT)
- Table 188. South America OTC Medicine Market Size Forecast by Country (2025-2032) & (M USD)
- Table 189. Middle East and Africa OTC Medicine Consumption Forecast by Country (2025-2032) & (Units)

Table 190. Middle East and Africa OTC Medicine Market Size Forecast by Country (2025-2032) & (M USD)

Table 191. Global OTC Medicine Sales Forecast by Type (2025-2032) & (K MT)

Table 192. Global OTC Medicine Market Size Forecast by Type (2025-2032) & (M USD)

Table 193. Global OTC Medicine Price Forecast by Type (2025-2032) & (USD/MT)

Table 194. Global OTC Medicine Sales (K MT) Forecast by Application (2025-2032)

Table 195. Global OTC Medicine Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of OTC Medicine
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global OTC Medicine Market Size (M USD), 2019-2032
- Figure 5. Global OTC Medicine Market Size (M USD) (2019-2032)
- Figure 6. Global OTC Medicine Sales (K MT) & (2019-2032)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. OTC Medicine Market Size by Country (M USD)
- Figure 11. OTC Medicine Sales Share by Manufacturers in 2023
- Figure 12. Global OTC Medicine Revenue Share by Manufacturers in 2023
- Figure 13. OTC Medicine Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market OTC Medicine Average Price (USD/MT) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by OTC Medicine Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global OTC Medicine Market Share by Type
- Figure 18. Sales Market Share of OTC Medicine by Type (2019-2024)
- Figure 19. Sales Market Share of OTC Medicine by Type in 2023
- Figure 20. Market Size Share of OTC Medicine by Type (2019-2024)
- Figure 21. Market Size Market Share of OTC Medicine by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global OTC Medicine Market Share by Application
- Figure 24. Global OTC Medicine Sales Market Share by Application (2019-2024)
- Figure 25. Global OTC Medicine Sales Market Share by Application in 2023
- Figure 26. Global OTC Medicine Market Share by Application (2019-2024)
- Figure 27. Global OTC Medicine Market Share by Application in 2023
- Figure 28. Global OTC Medicine Sales Growth Rate by Application (2019-2024)
- Figure 29. Global OTC Medicine Sales Market Share by Region (2019-2024)
- Figure 30. North America OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 31. North America OTC Medicine Sales Market Share by Country in 2023
- Figure 32. U.S. OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)

- Figure 33. Canada OTC Medicine Sales (K MT) and Growth Rate (2019-2024)
- Figure 34. Mexico OTC Medicine Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 36. Europe OTC Medicine Sales Market Share by Country in 2023
- Figure 37. Germany OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 38. France OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 39. U.K. OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 40. Italy OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 41. Russia OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 42. Asia Pacific OTC Medicine Sales and Growth Rate (K MT)
- Figure 43. Asia Pacific OTC Medicine Sales Market Share by Region in 2023
- Figure 44. China OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 45. Japan OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 46. South Korea OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 47. India OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 48. Southeast Asia OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 49. South America OTC Medicine Sales and Growth Rate (K MT)
- Figure 50. South America OTC Medicine Sales Market Share by Country in 2023
- Figure 51. Brazil OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 52. Argentina OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 53. Columbia OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 54. Middle East and Africa OTC Medicine Sales and Growth Rate (K MT)
- Figure 55. Middle East and Africa OTC Medicine Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 57. UAE OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 58. Egypt OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 59. Nigeria OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 60. South Africa OTC Medicine Sales and Growth Rate (2019-2024) & (K MT)
- Figure 61. Global OTC Medicine Production Market Share by Region (2019-2024)
- Figure 62. North America OTC Medicine Production (K MT) Growth Rate (2019-2024)
- Figure 63. Europe OTC Medicine Production (K MT) Growth Rate (2019-2024)
- Figure 64. Japan OTC Medicine Production (K MT) Growth Rate (2019-2024)
- Figure 65. China OTC Medicine Production (K MT) Growth Rate (2019-2024)
- Figure 66. Global OTC Medicine Sales Forecast by Volume (2019-2032) & (K MT)
- Figure 67. Global OTC Medicine Market Size Forecast by Value (2019-2032) & (M USD)
- Figure 68. Global OTC Medicine Sales Market Share Forecast by Type (2025-2032)
- Figure 69. Global OTC Medicine Market Share Forecast by Type (2025-2032)
- Figure 70. Global OTC Medicine Sales Forecast by Application (2025-2032)

Figure 71. Global OTC Medicine Market Share Forecast by Application (2025-2032)

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