

The BRIC OTC Market to 2025

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Abstracts

GMR Data's new Pharmaceutical report is released today detailing The Brazil, Russia, India and China Over-the-Counter Pharmaceuticals Market to 2025. The report draws on knowledge of experts in the field, in depth company research and up to date tracking of trends in the OTC sector.

By exploring and comparing these key 4 markets GMR Data aim to give the reader the best indication of how these markets will progress to 2025; which OTC areas will offer the most growth and what location specific issues any entrant to the respective OTC markets can face.

In this brand new 126-page report you will receive 70 tables and 35 figures – all unavailable elsewhere. By ordering and reading our brand new report today you stay better informed and ready to act.

The report provides clear detailed insight into the BRIC OTC. Discover the key drivers and challenges affecting the market.

Drivers include

Growing awareness of OTC products amongst consumers

Increasing purchasing power parity of the consumers

Increasing NCD population will drive OTC demand in BRIC nations

Restraints include

Stringent regulations

Infrastructural Challenges – distribution networks

The income disparity in emerging BRIC countries is comparatively high when compared to developed nations. This is the fundamental challenge faced by multinationals operating in these markets. Whereas growing populations and increasing consumer awareness for self-medication are important factors driving the demand.

GMR Data's The Brazil, Russia, India and China Over-the-Counter Pharmaceuticals Market to 2025 also benefits from 3 exclusive interviews with representatives from:

Novartis

Ranbaxy

Sanofi

These leading, in the field, experts offer exclusive insight into the BRIC OTC sector; how they see the market currently, which geographical areas will witness growth and which sub sectors / OTC drugs face perhaps face an uncertain growth trajectory.

With the growing economies of the BRIC countries, the purchasing power of the general population is increasing, which in turn increases the market size for OTC products.

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COMPANIES

Abbott

Aché Laboratórios Farmacêuticos

Agência Nacional de Vigilância Sanitária

Apsen Farmacêutica

Bayer

Boehringer Ingelheim

Bristol-Myers Squibb

China State Food & Drug Administration (SFDA)

CIA

Conselho Nacional de Autorregulamentacao Publicitaria (CONAR)
CR Sanjiu Medical
Dabur
Elder Pharma
EMS
GlaxoSmithKline (GSK)
GMR Data
Grupo Menarini
Hypermarcas
IMF
Johnson & Johnson
Merck
Novartis
Nycomed
OECD
Perrigo
Pfizer
Pharmastandard
Pharmstandard JSC
Procter & Gamble
Ranbaxy
Reckitt-Benckiser
Sanofi
Sanofi-Aventis
Sanofi-Aventis Farmacêutica
STADA
Sun Pharmaceuticals
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The Federal Service on Surveillance in Healthcare and Social Development
(Roszdravnadzor)
União Química Farmacêutica Nacional
World Bank

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