

Global OTC Drugs Market 2018-2024

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Abstracts

Global Over the Counter Drugs Market – Drivers, Restraints, Opportunities, Trends, and Forecasts: 2018–2024

Overview: Over-the-counter medications, also known as non-prescription drugs, are the medicines that can be procured without a prescription from the doctor. When the directions on the label are followed, these drugs are harmless and effective. These drugs are principally used for the treatment of the health conditions that can be self-medicated.

OTC drugs are measured by government regulatory associations to be harmless for self-medication. According to Food and drug administration (FDA), there are more than 300,000 OTC drug product are marketed. Some of the common applications of OTC drugs are aches, pains, itches and others.

Merger and acquisition has always been a trend in the pharmaceutical industry. Recently in 2018 January, J&J, GlaxoSmithKline and Reckitt Benckiser are on race to buy Pfizer's \$20 billion consumer. However, the final two competitors for the bid are GSK and Reckitt Benckiser. Other major trend in the market are product launch and approval, collaboration and business expansion. In July 2017, Glenmark gets MHRA approval for OTC sale of anti-malarial drug in Europe.

Market Analysis: The “Global Over the counter drugs” market is estimated to witness a CAGR of 6.1% during the forecast period 2017–2023. The over the counter drugs market is analyzed based on two segments –product types, and regions.

Regional Analysis: The regions covered in the report are North America, Europe, Asia Pacific, and Rest of the World (ROW). North America accounts for the largest share of the global over the counter drugs market, followed by Europe, Asia Pacific, and Rest of

the World.

Product Types Analysis: The OTC drugs demand for cold, cough and allergy will involve the classical seasonal drift, driving a stable progress during the forecast period. However, OTC drugs used for weight loss, smoking cessation and sleeping aid are on great demand in established regions. Many small manufacturers are establishing in these segment with their innovative products to have a strong foot hold. From the time of switching nicotine replacement therapies as OTC products, there was nearly 150%-200% increase in their procurement and usage in the initial year after the switch. Amplified access permitted many smokers to help quit smoking saving nearly \$2 billion every year.

Key Players: Major players operating in the OTC market include Bayer AG, GlaxoSmithKline Plc., Johnson & Johnson, and Sanofi, are the major players of the market. Teva Pharmaceutical Industries Ltd., Pfizer, Synergy Pharmaceuticals Inc, Innovus Pharmaceuticals, Procter & Gamble Company, Merck & Co, Takeda Pharmaceutical Co, Ltd, Boehringer Ingelheim GmbH and Sun Pharmaceutical Industries Ltd.

Competitive Analysis: Online sales of Over the counter drugs are transforming the market, intimidating major OTC drugs manufacturers and permitting small companies to obtain their share in the market. Aleve by Bayer is one of the best-selling drug in America with a revenue of \$485 million in sales in 2016. But there was a drop-in sale by 10% in 2017. This was due to the availability of alternative drugs online from small manufacturers. This shows that the power is gradually shifting toward e-commerce, making it difficult for the major players.

Nevertheless, small companies are also facing patent litigation issues, making their entry more difficult into the market. For instance, Bayer AG filed a patent litigation against Perrigo Company plc's Finacea Foam in the US district court in February 2018.

Benefits: The report provides complete details about the usage and adoption rate of over the counter drugs in various regions. With that, key stakeholders can know about the major trends, drivers, investments, and vertical player's initiatives. Moreover, the report provides details about the major challenges that are going to impact on the market growth. Additionally, the report gives the complete details about the key business opportunities to key stakeholders to expand their business and capture the revenue in the specific verticals to analyze before investing or expanding the business in this market.

Key Stakeholders:

Contents

1 INDUSTRY OUTLOOK

- 1.1 Industry Overview
- 1.2 Industry Trends

2 REPORT OUTLINE

- 2.1 Report Scope
- 2.2 Report Summary
- 2.3 Research Methodology
- 2.4 Report Assumptions

3 MARKET SNAPSHOT

- 3.1 Market Definition – Infoholic Research
- 3.2 Total Addressable Market (TAM)
- 3.3 Segmented Addressable Market (SAM)
 - 3.3.1 Difference between OTCs and prescription (Rx) medicines
 - 3.3.2 Trends of over the counter drug market
- 3.4 Related Addressable Markets (RAM)
 - 3.4.1 Oncology (Cancer) Drugs
 - 3.4.2 Active pharmaceutical ingredients (APIs)
 - 3.4.3 Diabetes Drugs Market

4 MARKET OUTLOOK

- 4.1 Regulatory Scenario
 - 4.1.1 US:
 - 4.1.2 Europe:
 - 4.1.3 Japan:
 - 4.1.4 Turkey
- 4.2 Market Segmentation
- 4.3 Porter 5(Five) Forces
- 4.4 PEST Analysis

5 MARKET CHARACTERISTICS

5.1 Market Dynamics

5.1.1 Drivers

5.1.1.1 Conducive government legislation

5.1.1.2 Switching of Rx drugs to OTC drugs

5.1.1.3 Cost-effective OTC drugs

5.1.2 Opportunities

5.1.2.1 A growing pain category

5.1.2.2 An increase in self-care

5.1.3 Restraints

5.1.3.1 Incorrect self-diagnosis

5.1.3.2 Side Effects and Misuse of Over the Counter Drugs

5.1.4 DRO – Impact Analysis

5.1.5 Key Stakeholders

6 PRODUCT TYPES: MARKET SIZE AND ANALYSIS

6.1 Overview

6.1.1 Cold, Cough and Allergy

6.1.2 Analgesics

6.1.3 Dermatology OTC Drugs

6.1.4 Gastrointestinal OTC Drugs

6.1.5 Ophthalmic OTC drugs

6.1.6 Vitamins and Minerals Supplements

6.1.7 Others

7 REGIONS: MARKET SIZE AND ANALYSIS

7.1 Overview

7.2 North America

7.2.1 Overview

7.3 Europe

7.3.1 Overview

7.4 APAC

7.4.1 Overview

7.5 Rest of the World

7.5.1 Overview

8 COMPETITIVE LANDSCAPE

9 VENDOR PROFILES

9.1 Sanofi

- 9.1.1 Overview
- 9.1.2 Geographic Revenue
- 9.1.3 Business Focus
- 9.1.4 SWOT Analysis
- 9.1.5 Business Strategy

9.2 Bayer AG

- 9.2.1 Overview
- 9.2.2 Business Unit
- 9.2.3 Geographic Presence
- 9.2.4 Business Focus
- 9.2.5 SWOT Analysis
- 9.2.6 Business Strategy

9.3 Johnson & Johnson

- 9.3.1 Overview
- 9.3.2 Business Units
- 9.3.3 Geographic Revenue
- 9.3.4 Business Focus
- 9.3.5 SWOT Analysis
- 9.3.6 Business Strategies

9.4 GlaxoSmithKline plc

- 9.4.1 Overview
- 9.4.2 Geographic Presence
- 9.4.3 Business Focus
- 9.4.4 SWOT Analysis
- 9.4.5 Business Strategy

10 COMPANIES TO WATCH FOR

10.1 Pfizer Inc.,

- 10.1.1 Overview
- 10.1.2 Highlights

10.2 Synergy Pharmaceuticals Inc

- 10.2.1 Overview
- 10.2.2 Highlights

10.3 Innovus Pharmaceuticals

- 10.3.1 Overview

- 10.3.2 Highlights
- 10.4 Procter & Gamble Company
 - 10.4.1 Overview
 - 10.4.2 Highlights
- 10.5 Sun Pharmaceuticals.
 - 10.5.1 Overview
 - 10.5.2 Highlights
- 10.6 Merck & Co.
 - 10.6.1 Overview
 - 10.6.2 Highlights:
- 10.7 Takeda Pharmaceutical Co, Ltd
 - 10.7.1 Overview
 - 10.7.2 Highlights:
- 10.8 Boehringer Ingelheim GmbH
 - 10.8.1 Overview
 - 10.8.2 Highlights:
- Annexure
- Abbreviations

?

Tables

Table 1 OVER THE COUNTER DRUGS MARKET REVENUE BY PRODUCT TYPE SEGEMENTATION, 2017-2024 (\$BILLION)

Table 2 OVER THE COUNTER DRUGS MARKET REVENUE BY REGIONS, 2017-2024 (\$BILLION)

Table 3 OTHER PROMINENT VENDORS IN THE OVER THE COUNTER MARKET

Table 4 SANOFI: OFFERINGS

Table 5 SANOFI: RECENT DEVELOPMENTS

Table 6 BAYER AG: OFFERINGS

Table 7 BAYER AG: RECENT DEVELOPMENTS

Table 8 JOHNSON & JOHNSON: PRODUCT OFFERINGS

Table 9 JOHNSON & JOHNSON: RECENT DEVELOPMENTS

Table 10 GLAXOSMITHKLINE PLC: OFFERINGS

Table 11 GLAXOSMITHKLINE PLC: RECENT DEVELOPMENTS

Table 12 PFIZER: OVERVIEW

Table 13 PFIZER: RECENT DEVELOPMENTS

Table 14 INNOVUS PHARMA: OVERVIEW

Table 15 PROCTER & GAMBLE COMPANY: OVERVIEW

Table 16 SUN PHARMACEUTICALS: OVERVIEW

Table 17 MERCK & CO: OVERVIEW

Table 18 MERCK & CO: RECENT DEVELOPMENTS

Table 19 TAKEDA PHARMACEUTICAL CO, LTD.: OVERVIEW

Table 20 BOEHRINGER INGELHEIM GMBH: OVERVIEW

Table 21 BOEHRINGER INGELHEIM GMBH: RECENT DEVELOPMENTS

?

Charts

Chart 1 RESEARCH METHODOLOGY OF GLOBAL OVER THE COUNTER DRUGS MARKET

Chart 2 GLOBAL OVER THE COUNTER DRUGS MARKET REVENUE, 2017-2024 (\$BILLION)

Chart 3 SEGMENTATION OF GLOBAL OVER THE COUNTER DRUGS MARKET

Chart 4 PORTER 5 FORCES OF OVER THE COUNTER DRUGS MARKET

Chart 5 PEST ANALYSIS OF OVER THE COUNTER DRUGS MARKET

Chart 6 MARKET DYNAMICS – DRO ANALYSIS

Chart 7 DRO – IMPACT ANALYSIS OF GLOBAL OVER THE COUNTER DRUGS MARKET

Chart 8 KEY STAKEHOLDERS

Chart 9 OVER THE COUNTER DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2017 VS 2024 (\$BILLION)

Chart 10 COLD COUGH AND ALLERGY OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2017-2024 (\$BILLION)

Chart 11 ANALGESICS OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2017-2024 (\$BILLION)

Chart 12 DERMATOLOGY OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2017-2024 (\$BILLION)

Chart 13 GASTROINTESTINAL OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2016-2023 (\$BILLION)

Chart 14 OPHTHALMIC OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2016-2023 (\$BILLION)

Chart 15 VITAMINS AND MINERAL SUPPLEMENTS MARKET BY PRODUCT TYPES SEGMENTATION, 2016-2023 (\$BILLION)

Chart 16 OTHER OTC DRUGS MARKET BY PRODUCT TYPES SEGMENTATION, 2016-2023 (\$BILLION)

Chart 17 OVER THE COUNTER DRUGS MARKET BY REGIONAL SEGMENTATION, 2016 VS 2023 (%)

Chart 18 OVER THE COUNTER DRUGS MARKET REVENUE IN NORTH AMERICA, 2017-2024 (\$BILLION)

Chart 19 OVER THE COUNTER DRUGS MARKET REVENUE IN THE EUROPE REGION, 2018–2024 (\$BILLION)

Chart 20 OVER THE COUNTER DRUG MARKET REVENUE IN THE APAC REGION, 2017-2024 (\$BILLION)

Chart 21 OVER THE COUNTER DRUGS MARKET REVENUE IN REST OF THE WORLD, 2017–2023 (\$BILLION)

Chart 22 SANOFI SA: OVERVIEW SNAPSHOT

Chart 23 SANOFI SA: SEGMENTATION

Chart 24 SANOFI SA: GEOGRAPHIC REVENUE

Chart 25 SANOFI SA: SWOT ANALYSIS

Chart 26 BAYER AG: OVERVIEW SNAPSHOT

Chart 27 BAYER AG: BUSINESS UNITS

Chart 28 BAYER GA: GEOGRAPHICAL PRESENCE

Chart 29 BAYER AG: SWOT ANALYSIS

Chart 30 JOHNSON & JOHNSON: OVERVIEW SNAPSHOT

Chart 31 JOHNSON & JOHNSON: BUSINESS UNITS

Chart 32 JOHNSON & JOHNSON: GEOGRAPHIC REVENUE

Chart 33 JOHNSON & JOHNSON: SWOT ANALYSIS

Chart 34 GLAXOSMITHKLINE PLC: OVERVIEW SNAPSHOT

Chart 35 GLAXOSMITHKLINE PLC: BUSINESS UNITS

Chart 36 GLAXOSMITHKLINE PLC: GEOGRAPHIC PRESENCE

Chart 37 GLAXOSMITHKLINE PLC: SWOT ANALYSIS

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