

# Rx to OTC Switches 2009

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## Abstracts

The U.S. market for Rx-to-OTC Switches encompasses a wide variety of products that have been determined safe and effective as over-the-counter products.

The market is fueled by several factors including an aging population; steady to increased incidences of conditions and diseases; new drug classes switched to OTC; product demand; economic conditions and several other factors.

All product areas contribute to the growth and development of the OTC market; however, new product development and additional regulatory review and approval of new OTC drug classifications, specifically in areas such as gastrointestinal drugs, cholesterol-reducing drugs, and contraceptives are expected to make the most impact for continued growth. As part of its coverage, this report includes

Current Market for Rx to OTC across major categories

Past Results of OTC Switches

Products Most Likely to Switch to OTC

Assessment of the Economic Downturn's Impact

The U.S. Market for Rx-to-OTC Switches focuses on several treatment segments in which Rx-to-OTC switches are available. These include:

Allergy, Cough, Cold, and Sinus Products

Analgesics, NSAIDs, and Pain Treatments

Anti-Infectives

Gastrointestinal Drugs

Hair Loss Products

Hormones

Oral Care

Rectal Ointments

Sleep-aids

Smoking Cessation

Weight Loss

In addition to the areas with switches in place, Kalorama Information has identified other areas which may be open to Rx-to-OTC switches in the future. These include:

Cholesterol-reducing Drugs

Osteoporosis Treatments

Overactive Bladder

Sexual Dysfunction

The report covers OTC drugs that were once only available by prescription due to either the active ingredient or dosage of the drug. Current and historical revenues for product segments include both the switched brands and OTC drugs containing switched ingredients. Forecasted data includes current products and forecasted switches which

are outlined in the report.

The report includes statistical information for conditions and diseases affecting the U.S. population, including detail discussions, tables and figures. Each segment provides an overview, descriptions of products on the market, market estimates and forecasts, and competitive analysis of leading providers. In addition to above-mentioned information, the report includes current issues and trends affecting the industry and identifies trends that may arise in the future.

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