

Rx to OTC Switches 2009

https://marketpublishers.com/r/R75F9DF50F8EN.html

Date: April 2009

Pages: 150

Price: US\$ 3,500.00 (Single User License)

ID: R75F9DF50F8EN

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

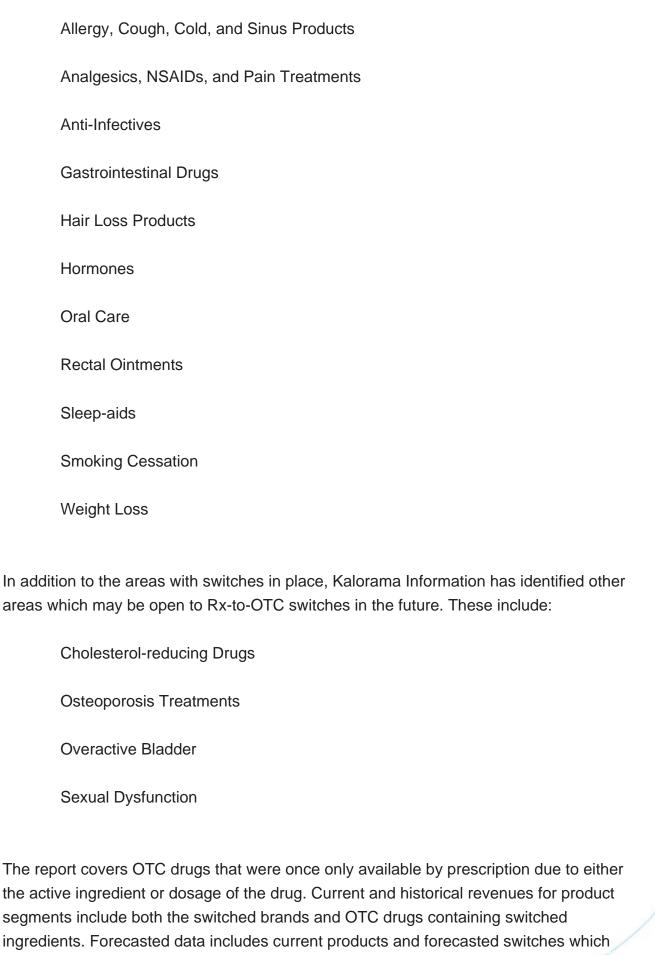
Past Results of OTC Switches

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:







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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