

The U.S. Market for Rx to OTC Switches, 6th Edition

<https://marketpublishers.com/r/UD9E5ED6E1CEN.html>

Date: January 2013

Pages: 290

Price: US\$ 3,995.00 (Single User License)

ID: UD9E5ED6E1CEN

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, once only available by prescription. This report represents the six time that Kalorama Information has analyzed the market for drugs with switched ingredients in detail. 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.

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:

Blood Products

BPH Treatments

Cholesterol-reducing Drugs

Hormone Replacement Therapies

Migraine Treatments

Osteoporosis Treatments

Overactive Bladder

Sexual Dysfunction/ Erectile 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.

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 allergy treatments, cholesterol-reducing drugs, urinary disorders treatments and hormones treatments are expected to make the most impact.

There are several companies that compete heavily in this market and use the Rx-to-OTC switch as a major part of their life-cycle management arsenal. Companies involved in the Rx-to-OTC switched market include brand, generic, and private label manufacturers. Competition will likely continue to be moderate in the OTC market, especially with the patent expiration of key products nearing. Consolidation remains a major factor in this market. Most major players have made a significant acquisition or formed a strategic alliance to increase revenues and drive growth. Product innovation, line extensions and strong promotional support are a few of the top strategies for growth in this industry.

Leading competitors offering key brand products are provided in this report. These companies include:

Bayer Healthcare

Boehringer Ingelheim

GlaxoSmithKline

Insight Pharmaceuticals

Johnson & Johnson

Merck

Novartis

Pfizer

Prestige Brands

Procter & Gamble

Reckitt Benckiser

Sanofi (Chattem)

TEVA

Contents

CHAPTER ONE: EXECUTIVE SUMMARY

Scope and Methodology
Size and Growth of the Market
Issues and Trends Affecting the Rx-to-OTC Switches Market
Leading Competitors

CHAPTER TWO: INTRODUCTION

Overview of the Over-the-Counter Market
Development of the Rx-to-OTC Drug Market
Rx-to-OTC Industry
 Economic Indicators
 The FDA and Rx-to-OTC Switches

CHAPTER THREE: ALLERGY, COUGH, COLD, AND SINUS PRODUCTS

Overview
 Antihistamines
 Decongestants
 Cough Preparations
 Mast Cell Stabilizers
 Ophthalmic Preparations
Description of Conditions
 Allergic Rhinitis
 Common Cold
 Sinusitis
 Hives
 Ocular Allergies
Product Analysis
 Switched Products
 Antihistamines
 Decongestants
 Cough Preparations
 Mast Cell Stabilizers
 Ophthalmic Preparations
 Prescription Products with Anticipated OTC Approvals

Xyzal
Clarinet
Astelin Nasal Spray
Atrovent Nasal Spray
Flonase
Nasacort AQ
Rhinocort
Nasonex
Beconase AQ
Market Analysis
Market Size and Forecast
Competitive Analysis

CHAPTER FOUR: ANALGESICS AND OTHER PAIN RELIEVERS

Overview
Analgesics
Nonsteroidal Anti-inflammatory Drugs
Topical Pain Relievers and Other Similar Products
Description of Conditions
Pain
Inflammation
Product Analysis
Switched Ingredients
Antipruritic
Internal analgesic/antipyretic
Oral anesthetic
Prescription Products with Anticipated OTC Approvals
Nonsteroidal anti-inflammatory drugs
Voltaren (diclofenac)
Diflunisal
Etodolac
Nabumetone
Feldene (piroxicam)
Migraine treatments
Axert
Imitrex
Maxalt
Zomig

Other Migraine Treatments
Market Analysis
Market Size and Forecast
Competitive Analysis

CHAPTER FIVE: ANTI-INFECTIVES

Overview

Antibiotics
Antifungals
Antivirals
Antiparasitics

Description of Conditions

Vaginal Infections
Athlete's Foot
Jock Itch
Ringworm
Dandruff
Scabies and Pediculosis
Pinworm
Fungal Nail Infections

Product Analysis

Switched Ingredients
Antifungals
Anthelmintics
Antimicrobials
Pediculicides
Prescription Products with Anticipated OTC Approvals
Antivirals
Zovirax
Valtrex
Denavir
Famvir
Influenza Antivirals
Antibiotics
Antifungals

Market Analysis

Market Size and Forecast
Competitive Analysis

CHAPTER SIX: GASTROINTESTINAL DRUGS

Overview

Description of Conditions

Nausea

Diarrhea

Constipation

Heartburn

Acid reflux

Product Analysis

Switched Ingredients

Histamine H2 Inhibitors

Proton Pump Inhibitors

Antidiarrheals

Laxatives

Antiemetics

Prescription Products with Anticipated OTC Approvals

Proton Pump Inhibitors

Nexium

Protonix

Aciphex

Mucosal Protectants

Antiemetics

Market and Competitive Analysis

Market Size and Forecast

Competitive Analysis

CHAPTER SEVEN: SMOKING CESSATION PRODUCTS

Overview

Description of Conditions

Lung Cancer and Tobacco Use

Product Analysis

Switched Ingredients

Prescription Products with Anticipated OTC Approvals

Nicotrol

Chantix

Market Analysis

Market Size and Forecast
Competitive Analysis

CHAPTER EIGHT: OTHER DRUG CLASSIFICATIONS

Overview

Contraceptives
Dental Rinses and Fluorides
Hair Growth Products
Rectal Ointments
Sleep Aids
Weight Management

Description of Conditions

Pregnancy
Global Birth Rates
Abortion Rates
Contraceptive Use
Dental carries
Hereditary Hair Loss
Hemorrhoids
Sleeplessness
Obesity
Conditions with Possible Future OTC Treatments
Acne Vulgaris
Benign Prostate Hypertrophy (BPH)
Elevated Cholesterol
Erectile Dysfunction
Menopause and Hormone Replacement
Menorrhagia
Osteoporosis
Urinary Incontinence/Overactive Bladder
Product Analysis
Switched Ingredients
Contraceptives
Dental rinses and fluoride
Hair growth
Rectal ointments
Sleep aids
Weight Management

Prescription Products with Anticipated OTC Approvals

Acne Treatments

Cholesterol-reducing Drugs (antilipidemics)

Blood Products

BPH

Erectile Dysfunction

Hair Loss Treatment

Hormone-Replacement Therapies (HRT)

Osteoporosis Treatments

Overactive Bladder

Sleep Aids

Market Analysis

Current Market Segments

Short-Term New Product Segment Development; 2013-2017

Product segments with short-term potential include:

Antilipidemics

BPH Treatments

Hormone Replacement Therapy and Osteoporosis Treatments

Overactive Bladder Treatments

New Product Segments; Post 2017

Sexual Dysfunction

Competitive Analysis

CHAPTER NINE: TOTAL MARKET SUMMARY

Overview

Total market Size and Forecast

Competitive Analysis

CHAPTER TEN: ISSUES AND TRENDS AFFECTING THE RX-TO-OTC MARKET

Introduction

Regulatory Authorities

Additional Drug Access

Using Technology or Pharmacies for Nonprescription Drug Access

Physicians and Increasing Nonprescription Drug Access

Impact on the Consumer

Online Resources for Health Information

OTC Availability

Insurance Issues and Reimbursement for OTC Drugs
Health Insurance Trends in the United States
Healthcare Flexible Spending Accounts, Health Savings Accounts and OTC Medicines
Changing the Pharmacist's Role
Impact on the Prescription Drug Manufacturer
Strategies for Continued Product Growth
Mergers and Acquisitions
Procter & Gamble and Teva Pharmaceutical Industries
Sanofi and Chattem Consumer
Schering-Plough and Merck & Co
Wyeth and Pfizer
Reckitt Benckiser and Adams Respiratory Therapeutics
Bristol-Myers Squibb and Novartis AG
Johnson & Johnson and Pfizer
Reckitt Benckiser and Boots Healthcare
Bayer and Roche
Strategies in Switching
Dual Status Switching
Generic Competition
Direct-to-Consumer Advertising
Patent Expiration
International Trends in Rx-to-OTC Switches
Consumers around the World
Streamlined Access to OTC Drug Products in Canada
Prescription vs Over-the-Counter Industry
World Health, Demographics and Life Expectancy
Life Expectancy
Birth Rates

CHAPTER ELEVEN: COMPANY PROFILES

Introduction
Bayer Healthcare
Boehringer Ingelheim
GlaxoSmithKline
Insight Pharmaceuticals
Johnson & Johnson
Merck & Co
Novartis

Pfizer
Prestige Brands
Procter & Gamble
Reckitt Benckiser
Sanofi/Chattem
TEVA

APPENDIX: COMPANY DIRECTORY

I would like to order

Product name: The U.S. Market for Rx to OTC Switches, 6th Edition

Product link: <https://marketpublishers.com/r/UD9E5ED6E1CEN.html>

Price: US\$ 3,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/UD9E5ED6E1CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970