

World Market for Over The Counter (OTC) Drugs, The

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Abstracts

Over-the-counter (OTC), non-legend, and non-prescription are all adjectives describing drugs that an individual may purchase without a prescription. Many pharmaceutical companies seeking more revenue and international exposure have found an opportunity in the development of over-the-counter (OTC) drugs. OTC drugs are sold to consumers by convenience and grocery stores. However, new technology has allowed a new range of outlets including online sales and catalog. Drugs included in OTC segments are pain relievers, cough and cold remedies, sleeping aids, antifungals, and other products approved for use as a self-medication product.

For the purpose of this study, Kalorama Information has divided products into five general segments:

Analgesics

Allergy, Cough, Cold, Flu Remedies

Gastrointestinal Remedies

Dermatologics

Others, including:

Smoking cessation products

Sleepaids

Hair growth remedies

Diet aids

Revenues for each segment were generated using dollar and unit sales for key products in each segment and region. The report provides examples of OTC drugs in each general region, segmented as follows:

Asia Pacific and Africa

Europe

North America

South America

The report includes incidence of conditions which are often treated with OTC medicines, health statistics related to the industry, birth rates, world population, populations by region and issues affecting the market as a whole. Information is presented as a worldwide overview, with special emphasis on the U.S., Japan, Germany, and other key markets. The market segments provide an overview of demographics, overview of products available in each region, market estimates and forecasts. Additionally, a competitive analysis of leading providers and profiles of providers is covered.

The information for this report was gathered using both primary and secondary research including comprehensive research of secondary sources such as company literature, databases, investment reports, and medical and business journals. Telephone interviews and email correspondence were the primary method of gathering information. For the purpose of this study, Kalorama Information conducted interviews with more than 50 key industry officials, consultants, health care providers, and government personnel. These sources were the primary basis in gathering information specifically relating to revenue and market share data presented in this report. Additional interviews were completed with relevant company representatives including marketing directors, division managers, and product representatives.

All market data pertains to the world market at the manufacturers' level. The base year for data was 2011. Historical data was provided for the years 2007 through 2010, with

forecast data provided for 2012 through 2015. Compound annual growth rates (CAGRs) are provided for the 2007-2011 and 2011-2015 periods for each region and/or segment covered. Competitive analysis is provided for the year 2011 with some reference for 2009 and 2010. The forecasted market analysis for 2011-2015 was largely based on demographic trends, new developments, and global expansion.

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