

# Europe Over the Counter Drugs Market - Forecasts from 2018 to 2023

<https://marketpublishers.com/r/EA7405E498DEN.html>

Date: March 2018

Pages: 82

Price: US\$ 3,000.00 (Single User License)

ID: EA7405E498DEN

## Abstracts

Europe over-the-counter (OTC) drugs market is projected to witness a compound annual growth rate of 6.92% during the forecast period, reaching a total market size of US\$39.56 billion in 2023 from US\$26.486 billion in 2017. Rising pharmaceutical (OTC drug) spending in European countries as an affordable treatment option is escalating the demand for OTC drugs in the region. This is supported by rising healthcare expenditure in European countries such as Germany and France where high awareness about self-care among people is increasing the use of low-priced OTC drugs for minor ailments, thus positively impacting the growth of OTC drug market in the region.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the

Europe OTC Drug value chain. Last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the market.

Major industry players profiled as part of the report are Noveratis AG, Sanofi, Boehringer Ingelheim, Bayer AG, Johnson & Johnson Services, Inc., Pfizer, GlaxoSmithKline plc, PGT Healthcare, and Mylan N.V.

## Segmentation

### By Product Category

Cough, Cold and Flu Products

Analgesics

Dermatology Products

Gastrointestinal Products

Vitamins, mineral and supplements (VMS)

Weight Loss/Dietary Products

Ophthalmic Products

Sleep Aids

Others

### By Administration

Oral

Topical

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France

Italy

Spain

Others

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