

OTC Drug & Dietary Supplement Market Report: Trends, Forecast and Competitive Analysis to 2030

<https://marketpublishers.com/r/O2207686F6DDEN.html>

Date: February 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: O2207686F6DDEN

Abstracts

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OTC Drug & Dietary Supplement Trends and Forecast

The future of the global OTC drug & dietary supplement market looks promising with opportunities in the tablets, hard capsules, powders, ointments, soft capsules, and liquids markets. The global OTC drug & dietary supplement market is expected to reach an estimated \$256.13 billion by 2030 with a CAGR of 5.1% from 2024 to 2030. The major drivers for this market are increasing awareness concerning general health issues and rising demand for personalized medicine for treating minor ailments.

A more than 150-page report is developed to help in your business decisions. Sample figures with some insights are shown below.

OTC Drug & Dietary Supplement by Segment

The study includes a forecast for the global OTC drug & dietary supplement by dosage form, distribution channel, product, category, and region.

OTC Drug & Dietary Supplement Market by Dosage Form [Shipment Analysis by Value from 2018 to 2030]:

Tablets

Hard Capsules

Powders

Ointments

Soft Capsules

Liquids

Others

OTC Drug & Dietary Supplement Market by Distribution Channel [Shipment Analysis by Value from 2018 to 2030]:

Pharmacies

Grocery Stores

Vitamin & Health Food Stores

Online Pharmacy

Others

OTC Drug & Dietary Supplement Market by Product [Shipment Analysis by Value from 2018 to 2030]:

Branded Drugs

Generic Drugs

OTC Drug & Dietary Supplement Market by Category [Shipment Analysis by Value from 2018 to 2030]:

Vitamin & Dietary Supplements

Cough & Cold Products

Analgesics

Gastrointestinal Products

Sleep Aids

Otic Products

Wart Removers

Mouth Care Products

Ophthalmic Products

Others

OTC Drug & Dietary Supplement Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

List of OTC Drug & Dietary Supplement Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies OTC drug & dietary supplement companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the OTC drug & dietary supplement companies profiled in this report include-

Johnson & Johnson

Pfizer

Sanofi

Roche

AstraZeneca

GlaxoSmithKline

Novartis

Merck & Co.

Bayer Healthcare

Gilead Sciences

OTC Drug & Dietary Supplement Market Insights

Lucintel forecasts that generic drugs is expected to witness the higher growth over the forecast period.

Within this market, tablets will remain the largest segment.

North America is expected to witness highest growth over the forecast period.

Features of the Global OTC Drug & Dietary Supplement Market

Market Size Estimates: OTC drug & dietary supplement market size estimation in terms of value (\$B).

Trend and Forecast Analysis: Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

Segmentation Analysis: OTC drug & dietary supplement market size by various

segments, such as by dosage form, distribution channel, product, category, and region in terms of value (\$B).

Regional Analysis: OTC drug & dietary supplement market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

Growth Opportunities: Analysis of growth opportunities in different dosage forms, distribution channels, products, categories, and regions for the OTC drug & dietary supplement market.

Strategic Analysis: This includes M&A, new product development, and competitive landscape of the OTC drug & dietary supplement market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

FAQ

Q1. What is the OTC drug & dietary supplement market size?

Answer: The global OTC drug & dietary supplement market is expected to reach an estimated \$256.13 billion by 2030.

Q2. What is the growth forecast for OTC drug & dietary supplement market?

Answer: The global OTC drug & dietary supplement market is expected to grow with a CAGR of 5.1% from 2024 to 2030.

Q3. What are the major drivers influencing the growth of the OTC drug & dietary supplement market?

Answer: The major drivers for this market are increasing awareness concerning general health issues and rising demand for personalized medicine for treating minor ailments.

Q4. What are the major segments for OTC drug & dietary supplement market?

Answer: The future of the OTC drug & dietary supplement market looks promising with opportunities in the tablets, hard capsules, powders, ointments, soft capsules, and liquids markets.

Q5. Who are the key OTC drug & dietary supplement market companies?

Answer: Some of the key OTC drug & dietary supplement companies are as follows:

Johnson & Johnson

Pfizer

Sanofi

Roche

AstraZeneca

GlaxoSmithKline

Novartis

Merck & Co.

Bayer Healthcare

Gilead Sciences

Q6. Which OTC drug & dietary supplement market segment will be the largest in future?

Answer: Lucintel forecasts that generic drugs is expected to witness the higher growth over the forecast period.

Q7. In OTC drug & dietary supplement market, which region is expected to be the largest in next 5 years?

Answer: North America is expected to witness highest growth over the forecast period.

Q.8 Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the OTC drug & dietary supplement market by dosage form (tablets, hard capsules, powders, ointments, soft capsules, liquids, and others), distribution channel (pharmacies, grocery stores, vitamin & health food stores, online pharmacy, and others), product (branded drugs and generic drugs), category (vitamin & dietary supplements, cough & cold products, analgesics, gastrointestinal products, sleep aids, otic products, wart removers, mouth care products, ophthalmic products, and others), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to OTC Drug & Dietary Supplement Market, OTC Drug & Dietary Supplement Market Size, OTC Drug & Dietary Supplement Market Growth, OTC Drug & Dietary Supplement Market Analysis, OTC Drug & Dietary Supplement Market

Report, OTC Drug & Dietary Supplement Market Share, OTC Drug & Dietary Supplement Market Trends, OTC Drug & Dietary Supplement Market Forecast, OTC Drug & Dietary Supplement Companies, write Lucintel analyst at email: helpdesk@lucintel.com. We will be glad to get back to you soon.

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