

# OTC Drug-India Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/O744BCF86EFEN.html>

Date: February 2018

Pages: 136

Price: US\$ 2,980.00 (Single User License)

ID: O744BCF86EFEN

## Abstracts

### Report Summary

OTC Drug-India Market Status and Trend Report 2013-2023 offers a comprehensive analysis on OTC Drug industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole India and Regional Market Size of OTC Drug 2013-2017, and development forecast 2018-2023

Main market players of OTC Drug in India, with company and product introduction, position in the OTC Drug market

Market status and development trend of OTC Drug by types and applications

Cost and profit status of OTC Drug, and marketing status

Market growth drivers and challenges

The report segments the India OTC Drug market as:

India OTC Drug Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North India

Northeast India

East India

South India

West India

India OTC Drug Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Class A

Class B

India OTC Drug Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Hospital

Clinic

Household

India OTC Drug Market: Players Segment Analysis (Company and Product introduction, OTC Drug Sales Volume, Revenue, Price and Gross Margin):

Bayer HealthCare

GlaxoSmithKline (GSK)

Johnson&Johnson

Pfizer

Sanofi

AstraZeneca

BioGaia

Bristol Myers Squibb

Bukwang Pharmaceutica

Chr. Hansen

Cipla

CoLucid

Daiichi Sankyo

Friggs

DSM

Eisai

Eli Lilly

Herbalife

Euradite

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and

individuals interested in the market.

## Contents

### CHAPTER 1 OVERVIEW OF OTC DRUG

- 1.1 Definition of OTC Drug in This Report
- 1.2 Commercial Types of OTC Drug
  - 1.2.1 Class A
  - 1.2.2 Class B
- 1.3 Downstream Application of OTC Drug
  - 1.3.1 Hospital
  - 1.3.2 Clinic
  - 1.3.3 Household
- 1.4 Development History of OTC Drug
- 1.5 Market Status and Trend of OTC Drug 2013-2023
  - 1.5.1 India OTC Drug Market Status and Trend 2013-2023
  - 1.5.2 Regional OTC Drug Market Status and Trend 2013-2023

### CHAPTER 2 INDIA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of OTC Drug in India 2013-2017
- 2.2 Consumption Market of OTC Drug in India by Regions
  - 2.2.1 Consumption Volume of OTC Drug in India by Regions
  - 2.2.2 Revenue of OTC Drug in India by Regions
- 2.3 Market Analysis of OTC Drug in India by Regions
  - 2.3.1 Market Analysis of OTC Drug in North India 2013-2017
  - 2.3.2 Market Analysis of OTC Drug in Northeast India 2013-2017
  - 2.3.3 Market Analysis of OTC Drug in East India 2013-2017
  - 2.3.4 Market Analysis of OTC Drug in South India 2013-2017
  - 2.3.5 Market Analysis of OTC Drug in West India 2013-2017
- 2.4 Market Development Forecast of OTC Drug in India 2017-2023
  - 2.4.1 Market Development Forecast of OTC Drug in India 2017-2023
  - 2.4.2 Market Development Forecast of OTC Drug by Regions 2017-2023

### CHAPTER 3 INDIA MARKET STATUS AND FORECAST BY TYPES

- 3.1 Whole India Market Status by Types
  - 3.1.1 Consumption Volume of OTC Drug in India by Types
  - 3.1.2 Revenue of OTC Drug in India by Types
- 3.2 India Market Status by Types in Major Countries

- 3.2.1 Market Status by Types in North India
- 3.2.2 Market Status by Types in Northeast India
- 3.2.3 Market Status by Types in East India
- 3.2.4 Market Status by Types in South India
- 3.2.5 Market Status by Types in West India
- 3.3 Market Forecast of OTC Drug in India by Types

## **CHAPTER 4 INDIA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of OTC Drug in India by Downstream Industry
- 4.2 Demand Volume of OTC Drug by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of OTC Drug by Downstream Industry in North India
  - 4.2.2 Demand Volume of OTC Drug by Downstream Industry in Northeast India
  - 4.2.3 Demand Volume of OTC Drug by Downstream Industry in East India
  - 4.2.4 Demand Volume of OTC Drug by Downstream Industry in South India
  - 4.2.5 Demand Volume of OTC Drug by Downstream Industry in West India
- 4.3 Market Forecast of OTC Drug in India by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF OTC DRUG**

- 5.1 India Economy Situation and Trend Overview
- 5.2 OTC Drug Downstream Industry Situation and Trend Overview

## **CHAPTER 6 OTC DRUG MARKET COMPETITION STATUS BY MAJOR PLAYERS IN INDIA**

- 6.1 Sales Volume of OTC Drug in India by Major Players
- 6.2 Revenue of OTC Drug in India by Major Players
- 6.3 Basic Information of OTC Drug by Major Players
  - 6.3.1 Headquarters Location and Established Time of OTC Drug Major Players
  - 6.3.2 Employees and Revenue Level of OTC Drug Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 OTC DRUG MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

## 7.1 Bayer HealthCare

### 7.1.1 Company profile

### 7.1.2 Representative OTC Drug Product

### 7.1.3 OTC Drug Sales, Revenue, Price and Gross Margin of Bayer HealthCare

## 7.2 GlaxoSmithKline (GSK)

### 7.2.1 Company profile

### 7.2.2 Representative OTC Drug Product

### 7.2.3 OTC Drug Sales, Revenue, Price and Gross Margin of GlaxoSmithKline (GSK)

## 7.3 Johnson&Johnson

### 7.3.1 Company profile

### 7.3.2 Representative OTC Drug Product

### 7.3.3 OTC Drug Sales, Revenue, Price and Gross Margin of Johnson&Johnson

## 7.4 Pfizer

### 7.4.1 Company profile

### 7.4.2 Representative OTC Drug Product

### 7.4.3 OTC Drug Sales, Revenue, Price and Gross Margin of Pfizer

## 7.5 Sanofi

### 7.5.1 Company profile

### 7.5.2 Representative OTC Drug Product

### 7.5.3 OTC Drug Sales, Revenue, Price and Gross Margin of Sanofi

## 7.6 AstraZeneca

### 7.6.1 Company profile

### 7.6.2 Representative OTC Drug Product

### 7.6.3 OTC Drug Sales, Revenue, Price and Gross Margin of AstraZeneca

## 7.7 BioGaia

### 7.7.1 Company profile

### 7.7.2 Representative OTC Drug Product

### 7.7.3 OTC Drug Sales, Revenue, Price and Gross Margin of BioGaia

## 7.8 Bristol Myers Squibb

### 7.8.1 Company profile

### 7.8.2 Representative OTC Drug Product

### 7.8.3 OTC Drug Sales, Revenue, Price and Gross Margin of Bristol Myers Squibb

## 7.9 Bukwang Pharmaceutica

### 7.9.1 Company profile

### 7.9.2 Representative OTC Drug Product

### 7.9.3 OTC Drug Sales, Revenue, Price and Gross Margin of Bukwang Pharmaceutica

## 7.10 Chr. Hansen

### 7.10.1 Company profile

- 7.10.2 Representative OTC Drug Product
- 7.10.3 OTC Drug Sales, Revenue, Price and Gross Margin of Chr. Hansen
- 7.11 Cipla
  - 7.11.1 Company profile
  - 7.11.2 Representative OTC Drug Product
  - 7.11.3 OTC Drug Sales, Revenue, Price and Gross Margin of Cipla
- 7.12 CoLucid
  - 7.12.1 Company profile
  - 7.12.2 Representative OTC Drug Product
  - 7.12.3 OTC Drug Sales, Revenue, Price and Gross Margin of CoLucid
- 7.13 Daiichi Sankyo
  - 7.13.1 Company profile
  - 7.13.2 Representative OTC Drug Product
  - 7.13.3 OTC Drug Sales, Revenue, Price and Gross Margin of Daiichi Sankyo
- 7.14 Friggs
  - 7.14.1 Company profile
  - 7.14.2 Representative OTC Drug Product
  - 7.14.3 OTC Drug Sales, Revenue, Price and Gross Margin of Friggs
- 7.15 DSM
  - 7.15.1 Company profile
  - 7.15.2 Representative OTC Drug Product
  - 7.15.3 OTC Drug Sales, Revenue, Price and Gross Margin of DSM
- 7.16 Eisai
- 7.17 Eli Lilly
- 7.18 Herbalife
- 7.19 Euradite

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF OTC DRUG**

- 8.1 Industry Chain of OTC Drug
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF OTC DRUG**

- 9.1 Cost Structure Analysis of OTC Drug
- 9.2 Raw Materials Cost Analysis of OTC Drug
- 9.3 Labor Cost Analysis of OTC Drug
- 9.4 Manufacturing Expenses Analysis of OTC Drug

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF OTC DRUG**

### **10.1 Marketing Channel**

#### **10.1.1 Direct Marketing**

#### **10.1.2 Indirect Marketing**

#### **10.1.3 Marketing Channel Development Trend**

### **10.2 Market Positioning**

#### **10.2.1 Pricing Strategy**

#### **10.2.2 Brand Strategy**

#### **10.2.3 Target Client**

### **10.3 Distributors/Traders List**

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

### **12.1 Methodology/Research Approach**

#### **12.1.1 Research Programs/Design**

#### **12.1.2 Market Size Estimation**

#### **12.1.3 Market Breakdown and Data Triangulation**

### **12.2 Data Source**

#### **12.2.1 Secondary Sources**

#### **12.2.2 Primary Sources**

### **12.3 Reference**



## I would like to order

Product name: OTC Drug-India Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/O744BCF86EFEN.html>

Price: US\$ 2,980.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O744BCF86EFEN.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