

OTC Drug Market in India 2012

<https://marketpublishers.com/r/O5313B927F5EN.html>

Date: June 2012

Pages: 85

Price: US\$ 950.00 (Single User License)

ID: O5313B927F5EN

Abstracts

The report is sent in 0-2 business days after order is placed.

Over-the-counter drug market in India ranks eleventh in the global OTC market and is expected to reach the ninth position within the next five years. Since Indian patients have a huge tendency for self treatment, the Indian market is characterized by a huge demand for OTC drugs. It is a highly fragmented market with a large number of foreign and domestic players. Rising consumer confidence in OTC products, increasing number of shifts from prescription to OTC drugs, increasing focus on brand building, booming retail growth and changing demographics is helping the market to grow. The Indian Government, on its part has taken initiatives to reduce drug prices, has made certain reforms in the tax structure and has undertaken various other initiatives to promote the OTC market. The market is expected to exhibit steady growth over the next few years.

The report begins with the introduction section which offers a brief insight into the major over-the-counter segments. It then moves to the market overview section which provides an insight into the global market and then moves on to the Indian market, highlighting the market size and growth. The top ten OTC brands in both the Indian and the global market, along with the sales figures have been provided. The report also provides individual market sizes for the different segments of the OTC market.

An analysis of the drivers explains the factors for growth of the industry including rising consumer confidence in OTC products, increasing number of shifts from prescription to OTC drugs, booming retail growth, increasing focus on brand building, changing demographics and lower price control. The key challenges include low penetration in rural areas, preference of home remedies to OTC products, high competition and time consuming clinical trial procedures

The government initiatives section gives analyses the efforts to reduce drug prices,

changes in the customs duty structure and the various other initiatives undertaken by the Government.

A brief overview of the drug market value chain and drug regulations is presented in the next section. It analyses the pharmaceutical value chain, and focuses on the different stages of clinical trial that a drug must pass through. A snapshot of different regulatory frameworks existing in the Indian pharma industry has been shown.

The competition section gives overview of pharmaceutical companies in the country operating in the OTC product industry. Thereafter, the report highlights the features of the major players operating in the market in detail. It includes elaborate profile of the major players in the market along with their financial analysis. Porters Five Forces Analysis has been incorporated for a brief but effective understanding of the market scenario. It also incorporates the recent developments in the OTC drug industry.

The report also includes a section on strategic recommendations created after a thorough analysis of the industry. The strategic recommendations section focuses on some effective strategic decisions which can be taken up by companies to increase their market shares. The OTC market is mainly concentrated in rural parts of the country. There is a huge opportunity lying in the rural market. The increasing education level, per capita disposable income will drive the OTC market. The OTC manufacturers should penetrate in the rural market as well. Companies should also focus towards diversified distribution channels. Brand creation for the OTC products and expansion into several OTC segments can also be effective strategies for the manufacturers to increase their sell figures and market shares.

Contents

Page 1: Executive summary

INTRODUCTION

Page 2: Major OTC segments

MARKET OVERVIEW

Page 3: Global OTC Drug Market – Overview, Size, & Growth (Value Wise: 2010-15e)

Page 4: OTC marketing awards 2011

Page 5: Top 10 global OTC brands 2009

Page 6: Indian OTC Drug Market- Overview, Size & Growth (Value Wise: 2010-2015e)

Page 7: Vitamins & minerals and Gastrointestinals market - Overview, Size & Growth (Value Wise: 2010-2015e)

Page 8: Cough & cold and Analgesics market - Overview, Size & Growth (Value Wise: 2010-2015e)

Page 9: Dermatologicals and Lifestyle OTC market - Overview, Size & Growth (Value Wise: 2010-2015e)

Page 10: Top 10 Indian OTC brands 2009

DRIVERS & CHALLENGES

Page 11: Summary

Page 12-16: Drivers

Page 17-18: Challenges

GOVERNMENT INITIATIVES

Page 19: Summary

Page 20-21: Government Initiatives

MARKET VALUE CHAIN, REGULATION AND PATENTS

Page 22: Pharmaceutical value chain

Page 23: Phases of clinical trials

Page 24: Drug regulations

Page 25: Regulatory frameworks

COMPETITION

Page 26: Market Competition – Porter's Five Forces Analysis

Page 27: Major Public Companies: Summary

Page 28-67: Major Public Players

Amrutanjan Healthcare Limited

Cipla Limited

Dr. Reddy's Laboratories Limited

GlaxoSmithKline Consumer Healthcare Limited

Lupin Limited

Merck Limited

Novartis India Limited

Nutra Pharma Corporation

Pfizer Limited

Procter & Gamble Hygiene & Health Care Limited

Ranbaxy Laboratories Limited

Page 68: Major Private Companies: Summary%%

Page 69-81: Major private players

Hamdard (Waqf) Laboratories

Johnson and Johnson Limited

Mankind Pharma Limited

Reckitt Benckiser (India) Limited

Page 82: Recent Developments

STRATEGIC RECOMMENDATION

Page 83-84: Strategic Recommendations

APPENDIX

Page 85: Appendix

I would like to order

Product name: OTC Drug Market in India 2012

Product link: <https://marketpublishers.com/r/O5313B927F5EN.html>

Price: US\$ 950.00 (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/O5313B927F5EN.html>