

US OTC Pharmaceutical Market Guide

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Abstracts

The US OTC industry is expected to have a market value of \$31.9 billion by the end of 2014. In this research report, you'll learn about the U.S. OTC Pharmaceutical Market's competitive landscape, market share and industry segmentation in this research report.

The United States is a large market for OTC pharmaceuticals, and it is regulated by the Food and Drug Administration (FDA). While the laws governing OTC pharmaceuticals are very strict, the market itself has grown over the years and has many major players operating in the industry.

With market growth mitigating rivalry in the pharma market, manufacturers are focusing on product differentiation in order to make a niche for themselves. This report includes provides a SWOT analysis and product offerings of major industry players including Bristol Myers Squibb, Novartis, Bayer, GlaxoSmithKline, and many others.

With the global OTC pharmaceuticals industry expected to grow at a moderate pace in the coming years, the U.S. OTC pharmaceuticals market is also looking for a decelerated growth till the year 2014.

This research report on the U.S. OTC Pharmaceutical Market analyzes this high-growth industry's market value and competitive landscape, and includes a U.S. OTC Drug Monograph.

Contents

Analysis of the Global OTC Pharmaceuticals Market

Market Definition

Market Overview

Industry Value

Industry Segmentation

Global Market Share

Competitive Landscape

Analysis of Market Share

Industry Outlook

Analysis of the U.S. OTC Pharmaceuticals Market

Market Statistics

Market Overview

Industry Value

Industry Segmentation

Global Market Share

Competitive Landscape

Analysis of Market Share

OTC Sales

OTC Labeling

Industry Outlook

Institutional Framework for OTC Drugs in the U.S.

Overview

OTC Drug Product Review

Pricing & Reimbursement Policy

Promotion to Customers

U.S. OTC Drug Monograph

Overview

What is the OTC Drug Monograph?

Using OTC Monograph for Product Launches

Analysis through Case Study

Conclusion

Major Players

Bayer AG

Bristol-Myers Squibb Company

Novartis AG

Pfizer Inc

Sanofi-Aventis SA

Johnson & Johnson
GlaxoSmithKline Plc
GelStat Corporation

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