

Global Cold and Flu Medications (over-the-counter) Market (By Distribution Channel- Supermarkets, Drug Stores, Mass Market, and Online Market. By Dosage Types- Oral Syrups, Pills or Tablets and Nasal Drops) – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017 – 2025

<https://marketpublishers.com/r/G9512CB946DEN.html>

Date: December 2017

Pages: 134

Price: US\$ 4,795.00 (Single User License)

ID: G9512CB946DEN

Abstracts

The report covers the analysis and forecast of the cold and flu medications market on global as well as regional level. The study provides historic data of 2016 along with the forecast for the period between 2017 and 2025 based on revenue (US\$ Mn).

The study provides a detailed view of the cold and flu medications market, by segmenting it based on by distribution channel, by dosage types and regional demand. Increasing community of older people and rising number of men and women suffering from cold and flu, contribute towards the growth of the cold and flu medications market. Moreover, growing awareness in people to treat diseases like sneezing, coughing, runny nose, sore throat and fatigue, leads to augment the market growth of cold and flu medications during the forecast period of 2017-2025.

Regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Middle East and Africa and Latin America. The segmentation also includes by dosage types and distribution channel in all regions. These include different business strategies adopted by the leading players and their recent developments.

A comprehensive analysis of the market dynamics that is inclusive of market drivers, restraints, and opportunities is part of the report. Additionally, the report includes potential opportunities in the cold and flu medications market at the global and regional

levels. Market dynamics are the factors which impact the market growth, so their analysis helps understand the ongoing trends of the global market. Therefore, the report provides the forecast of the global market for the period from 2017 to 2025, along with offering an inclusive study of the cold and flu medications market.

The report provides the size of the cold and flu medications market in 2016 and the forecast for the next nine years up to 2025. The size of the global cold and flu medications market is provided in terms of revenue. Market revenue is defined in US\$ Mn. The market dynamics prevalent in North America, Europe, Asia Pacific, Middle East and Africa and Latin America has been taken into account in estimating the growth of the global market.

Market estimates for this study have been based on revenue being derived through regional pricing trends. The cold and flu medications market has been analyzed based on expected demand. We have used the bottom-up approach to estimate the global revenue of the cold and flu medications market, split into regions. Based on dosage types and distribution channel we have summed up the individual revenues from all the regions to achieve the global revenue for cold and flu medications. Companies were considered for the market share analysis, based on their innovation and application and revenue generation. In the absence of specific data related to the sales of cold and flu medications several privately held companies, calculated assumptions have been made in view of the company's penetration and regional presence.

The report covers a detailed competitive outlook that includes the market share and company profiles of key players operating in the global market. Key players profiled in the report include GlaxoSmithKline PLC, AccuMed Inc., First Boston Pharma, LLC, Bayer Corp. and few others.

The global cold and flu medications market has been segmented into:

Global Cold and Flu Medications Market: By Distribution Channel

Supermarkets

Drug Stores

Mass Market

Online Market

Global Cold and Flu Medications Market: By Dosage Type

Oral Syrups

Pills or Tablets

Nasal Drops

Global Cold and Flu Medications Market: By Geography

North America

U.S.

Canada

Mexico

Europe

U.K.

France

Germany

Italy

Rest of Europe

Asia Pacific

India

China

Japan

Rest of Asia Pacific

Middle East and Africa

South Africa

Rest of Middle East and Africa

Latin America

Brazil

Rest of Latin America

Contents

1 INTRODUCTION

1.1 MARKET SEGMENTATION

2 RESEARCH METHODOLOGY

2.1 ECOSYSTEM OF COLD AND FLU MEDICATIONS MARKET

2.2 TOP-DOWN APPROACH

2.3 BOTTOM-UP APPROACH

2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

3.1 GLOBAL COLD AND FLU MEDICATIONS MARKET SNAPSHOT

3.2 GLOBAL COLD AND FLU MEDICATIONS MARKET REVENUE, 2017– 2025(US\$ MN)

4 MARKET OVERVIEW

4.1 INTRODUCTION

4.2 KEY TRENDS ANALYSIS

4.3 PRODUCT DEVELOPMENT AND DIVERSIFICATION ANALYSIS

4.4 PORTERS FIVE FORCE ANALYSIS

4.5 VALUE CHAIN ANALYSIS

4.6 COMPETITIVE LANDSCAPE

4.7 COMPANY MARKET SHARE ANALYSIS

4.8 EXPANSION STRATEGIES ADOPTED BY LEADING PLAYERS

5 GLOBAL COLD AND FLU MEDICATIONS MARKET, BY DISTRIBUTION CHANNEL

5.1 OVERVIEW

5.2 SUPERMARKETS

5.3 DRUG STORES

5.4 MASS MARKET

5.5 ONLINE MARKET

6 GLOBAL COLD AND FLU MEDICATIONS MARKET, BY DOSAGE TYPES

- 6.1 OVERVIEW
- 6.2 ORAL SYRUPS
- 6.3 PILLS/ TABLETS
- 6.4 NASAL DROP

7 GLOBAL COLD AND FLU MEDICATIONS MARKET, BY GEOGRAPHY

- 7.1 NORTH AMERICA
 - 7.1.1 MARKET DYNAMICS
 - 7.1.1.1 DRIVERS
 - 7.1.1.2 RESTRAINS
 - 7.1.1.3 OPPORTUNITY
 - 7.1.2 U.S.
 - 7.1.3 CANADA
 - 7.1.4 MEXICO
- 7.2 EUROPE
 - 7.2.1 MARKET DYNAMICS
 - 7.2.1.1 DRIVERS
 - 7.2.1.2 RESTRAINS
 - 7.2.1.3 OPPORTUNITY
 - 7.2.2 U.K.
 - 7.2.3 FRANCE
 - 7.2.4 GERMANY
 - 7.2.5 REST OF EUROPE
- 7.3 ASIA PACIFIC
 - 7.3.1 MARKET DYNAMICS
 - 7.3.1.1 DRIVERS
 - 7.3.1.2 RESTRAINS
 - 7.3.1.3 OPPORTUNITY
 - 7.3.2 INDIA
 - 7.3.3 CHINA
 - 7.3.4 JAPAN
 - 7.3.5 REST OF ASIA PACIFIC
- 7.4 MIDDLE EAST AND AFRICA
 - 7.4.1 MARKET DYNAMICS
 - 7.4.1.1 DRIVERS
 - 7.4.1.2 RESTRAINS

7.4.1.3 OPPORTUNITY

7.4.2 SOUTH AFRICA

7.4.3 REST OF MIDDLE EAST AND AFRICA

7.5 LATIN AMERICA

7.5.1 MARKET DYNAMICS

7.5.1.1 DRIVERS

7.5.1.2 RESTRAINS

7.5.1.3 OPPORTUNITY

7.5.2 BRAZIL

7.5.3 REST OF LATIN AMERICA

8 COMPETATIVE LANDSCAPE

8.1 OVERVIEW

8.2 NEW PRODUCT LAUNCHES

9 GLOBAL COLD AND FLU MEDICATIONS MARKET, BY COMPANY

9.1 INTRODUCTION

9.2 BAYER CORPORATION

9.2.1 BUSINESS OVERVIEW

9.2.2 PRODUCTS & SERVICES

9.2.3 KEY STRATEGY

9.2.4 RECENT DEVELOPMENTS

9.2.5 SWOT ANALYSIS

9.3 FIRST BOSTON PHARMA, LLC

9.3.1 BUSINESS OVERVIEW

9.3.2 PRODUCTS & SERVICES

9.3.3 KEY STRATEGY

9.3.4 RECENT DEVELOPMENTS

9.3.5 SWOT ANALYSIS

9.4 ACCUMED INC.

9.4.1 BUSINESS OVERVIEW

9.4.2 PRODUCTS & SERVICES

9.4.3 KEY STRATEGY

9.4.4 RECENT DEVELOPMENTS

9.4.5 SWOT ANALYSIS

9.5 AARON INDUSTRIES, INC.

9.5.1 BUSINESS OVERVIEW

- 9.5.2 PRODUCTS & SERVICES
- 9.5.3 KEY STRATEGY
- 9.5.4 RECENT DEVELOPMENTS
- 9.5.5 SWOT ANALYSIS
- 9.6 JOHNSON & JOHNSON
 - 9.6.1 BUSINESS OVERVIEW
 - 9.6.2 PRODUCTS & SERVICES
 - 9.6.3 KEY STRATEGY
 - 9.6.4 RECENT DEVELOPMENTS
 - 9.6.5 SWOT ANALYSIS
- 9.7 TEVA PHARMACEUTICAL INDUSTRIES LTD.
 - 9.7.1 BUSINESS OVERVIEW
 - 9.7.2 PRODUCTS & SERVICES
 - 9.7.3 KEY STRATEGY
 - 9.7.4 RECENT DEVELOPMENTS
 - 9.7.5 SWOT ANALYSIS
- 9.8 GLAXOSMITHKLINE PLC
 - 9.8.1 BUSINESS OVERVIEW
 - 9.8.2 PRODUCTS & SERVICES
 - 9.8.3 KEY STRATEGY
 - 9.8.4 RECENT DEVELOPMENTS
 - 9.8.5 SWOT ANALYSIS
- 9.9 BIOZONE LABORATORIES INC.
 - 9.9.1 BUSINESS OVERVIEW
 - 9.9.2 PRODUCTS & SERVICES
 - 9.9.3 KEY STRATEGY
 - 9.9.4 RECENT DEVELOPMENTS
 - 9.9.5 SWOT ANALYSIS

I would like to order

Product name: Global Cold and Flu Medications (over-the-counter) Market (By Distribution Channel- Supermarkets, Drug Stores, Mass Market, and Online Market. By Dosage Types- Oral Syrups, Pills or Tablets and Nasal Drops) – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017 – 2025

Product link: <https://marketpublishers.com/r/G9512CB946DEN.html>

Price: US\$ 4,795.00 (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/G9512CB946DEN.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