

Global Over the Counter (OTC) Drugs Market, By Product (Cough, Cold & Flu, Vitamins, Mineral, & Supplements (VMS), Analgesics, Gastrointestinal Products, Dermatology Products, Others), By Route of Administration (Oral, Parenteral, Topical, Others), By Dosage Form (Tablets, Capsules, Liquids & Solutions, Cream/Lotion/Ointments, Others), By Distribution Channel (Retail Pharmacy, Hospital Pharmacy, E-Pharmacy), By Region, Competition, Forecast & Opportunities, 2026

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Abstracts

Global Over the Counter (OTC) drugs market is anticipated to grow at CAGR of 9.86% through 2026 to reach USD274.15 billion by the end of forecast period, 2026. Future growth of the global over the counter (OTC) drugs market can be attributed to increasing demand emanating from the developing countries due to increasing use of these drugs for common disease conditions. Over the counter (OTC) drugs have higher market penetration in developing countries like India, China, Kenya, etc., and as a result there is high affordability and accessibility of OTC drugs.

With increasing healthcare expenditures and surging demand for the effective treatment, growth of the global over the counter (OTC) drugs market is evident for next five years. Moreover, online pharmacies are increasing rapidly. Although, the demand for prescription is mandatory for various online platforms, multiple over the counter drugs are available without the prescription from these online pharmacies. Thus, consumers are able to easily order their medicines from the online sources and avoid

long queues at the traditional offline pharmacies, thereby supporting the growth of the global over the counter drugs market in the future five years.

Although, over the counter drugs market lacks classification. With present concerns over ill-monitored dosing and increased drug abusing instances, the global over the counter drugs market might suffer in the future growth. Proper channeling and maintained distribution of the over the counter drugs may support to overcome the short comings of the market and support future growth in the forecast years.

The OTC drugs market is segmented based on product, route of administration, dosage form, distribution channel, region, and company. Based on route of administration, the market can be segregated into oral, parenteral, topical, and others. The oral route of administration is anticipated to hold the largest revenue shares and dominate the market segment in the upcoming five years on the account of its simplicity. Most of the over the counter drugs available in the market are administered orally that may be in capsule, tablet, or syrup form. Also, the administration procedure is convenient. The patient does not require help from caretaker for the administration which is a requirement during administering parenteral dosage of drugs. Parenteral administration is also anticipated to register significant growth in the next five years on the grounds of effectivity of the drugs when administered in parenteral form.

Major players operating in the global over the counter (OTC) drugs market include Johnson & Johnson, Bayer AG, Novartis AG, GlaxoSmithKline Plc.-Pfizer, Inc., Sanofi S.A., Perrigo Company Plc., Reckitt Benckiser Group Plc., Sun Pharmaceutical Industries Ltd., The Procter & Gamble Company, Teva Pharmaceutical Industries Limited, Dr. Reddy's Laboratories Ltd., Zydus Takeda Healthcare Pvt. Ltd., Mylan NV, Cipla Ltd., Alkem Laboratories Limited, and others. The companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of global over the counter (OTC) drugs market from 2016 to 2020.

To estimate and forecast the market size of global over the counter (OTC) drugs market from 2021 to 2026 and growth rate until 2026.

To classify and forecast global over the counter (OTC) drugs market based on product, route of administration, dosage form, distribution channel, region, and company and regional distribution.

To identify dominant region or segment in the global over the counter (OTC) drugs market.

To identify drivers and challenges for global over the counter (OTC) drugs market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global over the counter (OTC) drugs market.

To identify and analyze the profile of leading players operating in global over the counter (OTC) drugs market.

To identify key sustainable strategies adopted by market players in global over the counter (OTC) drugs market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of global over the counter (OTC) drugs market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Over the counter drugs manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to over the counter drugs

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers, partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global over the counter (OTC) drugs market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Over the Counter (OTC) Drugs Market, By Product:

Cough, Cold, & Flu,

Vitamins, Mineral & Supplements (VMS)

Analgesics

Gastrointestinal Products

Dermatology Products

Others

Over the Counter (OTC) Drugs Market, By Route of Administration:

Oral

Parenteral

Topical

Others

Over the Counter (OTC) Drugs Market, By Dosage Form:

Tablets

Capsules

Liquids & Solutions

Cream/Lotion/Ointments

Others

Over the Counter (OTC) Drugs Market, By Distribution Channel:

Retail Pharmacy

Hospital Pharmacy

E-Pharmacy

Over the Counter (OTC) Drugs Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

Italy

Spain

France

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

South Africa

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global over the counter (OTC) drugs market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. IMPACT OF COVID-19 ON GLOBAL OVER THE COUNTER (OTC) DRUGS MARKET

4. EXECUTIVE SUMMARY

5. VOICE OF CUSTOMER

5.1. Brand Awareness

5.2. Commonly Sold Over the Counter (OTC) Drugs, By Product

5.3. Preferred Point of Purchase

5.4. Unmet Needs/Challenges

6. GLOBAL OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value & Volume

6.2. Market Share & Forecast

6.2.1. By Product (Cough, Cold & Flu, Vitamins, Mineral, and Supplements (VMS), Analgesics, Gastrointestinal Products, Dermatology Products, Others)

6.2.2. By Route of Administration (Oral, Parenteral, Topical, Others)

6.2.3. By Dosage Form (Tablets, Capsules, Liquids & Solutions, Cream/Lotion/Ointments, Others)

6.2.4. By Distribution Channel (Retail Pharmacy, Hospital Pharmacy, E-Pharmacy)

6.2.5. By Region

6.2.6. By Company (2020)

6.3. Product Market Map

7. NORTH AMERICA OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Product

- 7.2.2. By Route of Administration
- 7.2.3. By Dosage Form
- 7.2.4. By Distribution Channel
- 7.2.5. By Country
- 7.3. North America: Country Analysis
 - 7.3.1. United States Over the Counter (OTC) Drugs Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product
 - 7.3.1.2.2. By Route of Administration
 - 7.3.1.2.3. By Dosage Form
 - 7.3.1.2.4. By Distribution Channel
 - 7.3.2. Canada Over the Counter (OTC) Drugs Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product
 - 7.3.2.2.2. By Route of Administration
 - 7.3.2.2.3. By Dosage Form
 - 7.3.2.2.4. By Distribution Channel
 - 7.3.3. Mexico Over the Counter (OTC) Drugs Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product
 - 7.3.3.2.2. By Route of Administration
 - 7.3.3.2.3. By Dosage Form
 - 7.3.3.2.4. By Distribution Channel

8. EUROPE OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
 - 8.2.1. By Product
 - 8.2.2. By Route of Administration
 - 8.2.3. By Dosage Form
 - 8.2.4. By Distribution Channel

8.2.5. By Country

8.3. Europe: Country Analysis

8.3.1. Germany Over the Counter (OTC) Drugs Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Product

8.3.1.2.2. By Route of Administration

8.3.1.2.3. By Dosage Form

8.3.1.2.4. By Distribution Channel

8.3.2. United Kingdom Over the Counter (OTC) Drugs Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Product

8.3.2.2.2. By Route of Administration

8.3.2.2.3. By Dosage Form

8.3.2.2.4. By Distribution Channel

8.3.3. Italy Over the Counter (OTC) Drugs Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Product

8.3.3.2.2. By Route of Administration

8.3.3.2.3. By Dosage Form

8.3.3.2.4. By Distribution Channel

8.3.4. Spain Over the Counter (OTC) Drugs Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Product

8.3.4.2.2. By Route of Administration

8.3.4.2.3. By Dosage Form

8.3.4.2.4. By Distribution Channel

8.3.5. France Over the Counter (OTC) Drugs Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Product

- 8.3.5.2.2. By Route of Administration
- 8.3.5.2.3. By Dosage Form
- 8.3.5.2.4. By Distribution Channel

9. ASIA-PACIFIC OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value & Volume
- 9.2. Market Share & Forecast
 - 9.2.1. By Product
 - 9.2.2. By Route of Administration
 - 9.2.3. By Dosage Form
 - 9.2.4. By Distribution Channel
 - 9.2.5. By Country
- 9.3. Asia-Pacific: Country Analysis
 - 9.3.1. China Over the Counter (OTC) Drugs Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Product
 - 9.3.1.2.2. By Route of Administration
 - 9.3.1.2.3. By Dosage Form
 - 9.3.1.2.4. By Distribution Channel
 - 9.3.2. India Over the Counter (OTC) Drugs Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product
 - 9.3.2.2.2. By Route of Administration
 - 9.3.2.2.3. By Dosage Form
 - 9.3.2.2.4. By Distribution Channel
 - 9.3.3. Japan Over the Counter (OTC) Drugs Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product
 - 9.3.3.2.2. By Route of Administration
 - 9.3.3.2.3. By Dosage Form
 - 9.3.3.2.4. By Distribution Channel

9.3.4. Australia Over the Counter (OTC) Drugs Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Product

9.3.4.2.2. By Route of Administration

9.3.4.2.3. By Dosage Form

9.3.4.2.4. By Distribution Channel

9.3.5. South Korea Over the Counter (OTC) Drugs Market Outlook

9.3.5.1. Market Size & Forecast

9.3.5.1.1. By Value

9.3.5.2. Market Share & Forecast

9.3.5.2.1. By Product

9.3.5.2.2. By Route of Administration

9.3.5.2.3. By Dosage Form

9.3.5.2.4. By Distribution Channel

10. SOUTH AMERICA OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Product

10.2.2. By Route of Administration

10.2.3. By Dosage Form

10.2.4. By Distribution Channel

10.2.5. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Over the Counter (OTC) Drugs Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Product

10.3.1.2.2. By Route of Administration

10.3.1.2.3. By Dosage Form

10.3.1.2.4. By Distribution Channel

10.3.2. Argentina Over the Counter (OTC) Drugs Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

- 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product
 - 10.3.2.2.2. By Route of Administration
 - 10.3.2.2.3. By Dosage Form
 - 10.3.2.2.4. By Distribution Channel
- 10.3.3. Colombia Over the Counter (OTC) Drugs Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product
 - 10.3.3.2.2. By Route of Administration
 - 10.3.3.2.3. By Dosage Form
 - 10.3.3.2.4. By Distribution Channel

11. MIDDLE EAST AND AFRICA OVER THE COUNTER (OTC) DRUGS MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value & Volume
- 11.2. Market Share & Forecast
 - 11.2.1. By Product
 - 11.2.2. By Route of Administration
 - 11.2.3. By Dosage Form
 - 11.2.4. By Distribution Channel
 - 11.2.5. By Country
- 11.3. MEA: Country Analysis
 - 11.3.1. Saudi Arabia Over the Counter (OTC) Drugs Market Outlook
 - 11.3.1.1. Market Size & Forecast
 - 11.3.1.1.1. By Value
 - 11.3.1.2. Market Share & Forecast
 - 11.3.1.2.1. By Product
 - 11.3.1.2.2. By Route of Administration
 - 11.3.1.2.3. By Dosage Form
 - 11.3.1.2.4. By Distribution Channel
 - 11.3.2. South Africa Over the Counter (OTC) Drugs Market Outlook
 - 11.3.2.1. Market Size & Forecast
 - 11.3.2.1.1. By Value
 - 11.3.2.2. Market Share & Forecast
 - 11.3.2.2.1. By Product

- 11.3.2.2.2. By Route of Administration
- 11.3.2.2.3. By Dosage Form
- 11.3.2.2.4. By Distribution Channel
- 11.3.3. UAE Over the Counter (OTC) Drugs Market Outlook
 - 11.3.3.1. Market Size & Forecast
 - 11.3.3.1.1. By Value
 - 11.3.3.2. Market Share & Forecast
 - 11.3.3.2.1. By Product
 - 11.3.3.2.2. By Route of Administration
 - 11.3.3.2.3. By Dosage Form
 - 11.3.3.2.4. By Distribution Channel
- 11.3.4. Kuwait Over the Counter (OTC) Drugs Market Outlook
 - 11.3.4.1. Market Size & Forecast
 - 11.3.4.1.1. By Value
 - 11.3.4.2. Market Share & Forecast
 - 11.3.4.2.1. By Product
 - 11.3.4.2.2. By Route of Administration
 - 11.3.4.2.3. By Dosage Form
 - 11.3.4.2.4. By Distribution Channel

12. MARKET DYNAMICS

- 12.1. Drivers
- 12.2. Challenges

13. MARKET TRENDS AND DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

- 14.1. Johnson & Johnson
- 14.2. Bayer AG
- 14.3. Novartis AG
- 14.4. GlaxoSmithKline Plc.-Pfizer, Inc.
- 14.5. Sanofi S.A.
- 14.6. Perrigo Company Plc.
- 14.7. Reckitt Benckiser Group Plc.
- 14.8. Sun Pharmaceutical Industries Ltd.
- 14.9. The Procter & Gamble Company
- 14.10. Teva Pharmaceutical Industries Limited

- 14.11. Dr. Reddy's Laboratories Ltd.
- 14.12. Zydus Takeda Healthcare Pvt. Ltd.
- 14.13. Mylan NV
- 14.14. Cipla Ltd.
- 14.15. Alkem Laboratories Limited

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1: Global Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 2: Global Over the Counter (OTC) Drugs Market Size, By Volume (Billion Units), 2016-2026F

Figure 3: Global Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 4: Global Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 5: Global Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 6: Global Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 7: Global Over the Counter (OTC) Drugs Market Share, By Region, By Value, 2016-2026F

Figure 8: Global Over the Counter (OTC) Drugs Market Share, By Company, By Value, 2020

Figure 9: North America Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 10: North America Over the Counter (OTC) Drugs Market Size, By Volume (Billion Units), 2016-2026F

Figure 11: North America Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 12: North America Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 13: North America Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 14: North America Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 15: North America Over the Counter (OTC) Drugs Market Share, By Country, By Value, 2016-2026F

Figure 16: United States Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 17: United States Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 18: United States Over the Counter (OTC) Drugs Market Share, By Route of

Administration, By Value, 2016-2026F

Figure 19: United States Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 20: United States Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 21: Canada Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 22: Canada Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 23: Canada Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 24: Canada Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 25: Canada Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 26: Mexico Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 27: Mexico Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 28: Mexico Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 29: Mexico Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 30: Mexico Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 31: Europe Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 32: Europe Over the Counter (OTC) Drugs Market Size, By Volume (Billion Units), 2016-2026F

Figure 33: Europe Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 34: Europe Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 35: Europe Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 36: Europe Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 37: Europe Over the Counter (OTC) Drugs Market Share, By Country, By Value, 2016-2026F

Figure 38: Germany Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 39: Germany Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 40: Germany Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 41: Germany Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 42: Germany Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 43: United Kingdom Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 44: United Kingdom Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 45: United Kingdom Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 46: United Kingdom Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 47: United Kingdom Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 48: Italy Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 49: Italy Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 50: Italy Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 51: Italy Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 52: Italy Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 53: Spain Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 54: Spain Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 55: Spain Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 56: Spain Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 57: Spain Over the Counter (OTC) Drugs Market Share, By Distribution Channel,

By Value, 2016-2026F

Figure 58: France Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 59: France Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 60: France Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 61: France Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 62: France Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 63: Asia Pacific Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 64: Asia Pacific Over the Counter (OTC) Drugs Market Size, By Volume (Billion Units), 2016-2026F

Figure 65: Asia Pacific Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 66: Asia Pacific Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 67: Asia Pacific Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 68: Asia Pacific Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 69: Asia Pacific Over the Counter (OTC) Drugs Market Share, By Country, By Value, 2016-2026F

Figure 70: China Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 71: China Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 72: China Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 73: China Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 74: China Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 75: India Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 76: India Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 77: India Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 78: India Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 79: India Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 80: Japan Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 81: Japan Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 82: Japan Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 83: Japan Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 84: Japan Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 85: Australia Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 86: Australia Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 87: Australia Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 88: Australia Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 89: Australia Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 90: South Korea Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 91: South Korea Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 92: South Korea Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 93: South Korea Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 94: South Korea Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 95: South America Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 96: South America Over the Counter (OTC) Drugs Market Size, By Volume

(Billion Units), 2016-2026F

Figure 97: South America Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 98: South America Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 99: South America Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 100: South America Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 101: South America Over the Counter (OTC) Drugs Market Share, By Country, By Value, 2016-2026F

Figure 102: Brazil Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 103: Brazil Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 104: Brazil Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 105: Brazil Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 106: Brazil Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 107: Argentina Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 108: Argentina Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 109: Argentina Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 110: Argentina Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 111: Argentina Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 112: Colombia Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 113: Colombia Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 114: Colombia Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 115: Colombia Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 116: Colombia Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 117: Middle East & Africa Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 118: Middle East & Africa Over the Counter (OTC) Drugs Market Size, By Volume (Billion Units), 2016-2026F

Figure 119: Middle East & Africa Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 120: Middle East & Africa Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 121: Middle East & Africa Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 122: Middle East & Africa Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 123: Middle East & Africa Over the Counter (OTC) Drugs Market Share, By Country, By Value, 2016-2026F

Figure 124: Saudi Arabia Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 125: Saudi Arabia Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 126: Saudi Arabia Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 127: Saudi Arabia Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 128: Saudi Arabia Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 129: South Africa Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 130: South Africa Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 131: South Africa Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 132: South Africa Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 133: South Africa Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 134: UAE Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 135: UAE Over the Counter (OTC) Drugs Market Share, By Product, By Value,

2016-2026F

Figure 136: UAE Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 137: UAE Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 138: UAE Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 139: Kuwait Over the Counter (OTC) Drugs Market Size, By Value (USD Billion), 2016-2026F

Figure 140: Kuwait Over the Counter (OTC) Drugs Market Share, By Product, By Value, 2016-2026F

Figure 141: Kuwait Over the Counter (OTC) Drugs Market Share, By Route of Administration, By Value, 2016-2026F

Figure 142: Kuwait Over the Counter (OTC) Drugs Market Share, By Dosage Form, By Value, 2016-2026F

Figure 143: Kuwait Over the Counter (OTC) Drugs Market Share, By Distribution Channel, By Value, 2016-2026F

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