

World OTC Pharmaceutical Market 2012-2022

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Abstracts

Report Details

Discover the highest potential revenues in over-the-counter medicine

What does the future hold for OTC medicines? Visiongain's report shows you potential revenues to 2022, assessing data, trends, opportunities and prospects there.

This new study investigates OTC (over-the-counter) pharmaceuticals: medicines sold without prescriptions. It lets you assess projected sales at world market, therapeutic submarket, product and national level to 2022. You discover high growth potential there.

You see forecasting of five world-level submarkets to 2022, finding potential revenues

Analgesics/pain relievers

Gastrointestinal agents

Dermatological treatments

Smoking cessation products

Other relevant sales in consumer healthcare.

The analyses exclude vitamins, minerals and other nutritional products.

Also, how will eight leading products - including Tylenol, Nicorette, Panadol and Advil - perform from 2012 to 2022? Our investigation gives you business research and analysis

with sales forecasts, including revenues for three leading OTC brand portfolios to 2022.

You find discussion of manufacturing and distribution of OTC pharmaceuticals. We also discuss regulations in main regions - the US, Europe, Japan and other places.

Our report lets you assess Rx-to-OTC switching too. You see trends and outlooks for line extensions of prescription drugs

Cough, cold and allergies

Pain relief, including arthritis pains

Gastrointestinal disorders

Dermatological conditions

Obesity and weight loss

Oral contraceptives

Cholesterol lowering

Triptans

Erectile dysfunction

Sleep disorders.

We discuss other aspects of the industry and market, including Web 2.0 marketing. You find discussions of brand identity and private labels, as well as developments in OTC retail channels, including behind-the-counter and pharmacy-only sales.

Market value for 2014 and future prospects in consumer healthcare

What will happen next? There is a trend for drugs to move from prescription-only to OTC use (Rx-to-OTC switching) in product lifecycle management (PLM).

Overall world revenue for OTC medicines will reach \$80.7bn in 2014, our report forecasts. Brand line extensions and PLM will be important, stimulating revenue generation and unit sales worldwide. You see high revenue growth possible to 2022.

From 2012 onwards, Rx-to-OTC switching and emerging healthcare markets - especially in Asia and Latin America - will produce high sales growth and large revenues. The pharma industry will benefit, as will consumers.

There are high levels of self-medication for many ailments. OTC treatments help consumers and healthcare providers reduce medical costs. Our study shows you the potential those products hold.

From 2012 to 2022, the pharmaceutical industry will develop new OTC treatments; our analyses predict strong revenue growth overall. New formulations and generics will be important to the world market. You see opportunities in consumer healthcare.

What are companies doing? Our work profiles 11 organisations, investigating activities and prospects of the industry. You assess these companies

Johnson & Johnson

Sanofi

GlaxoSmithKline

Novartis

Bayer

Pfizer

Boehringer Ingelheim

Perrigo

Merck & Co.

Reckitt Benckiser

Procter & Gamble.

Product launches and strong performance from some existing brands will stimulate the market this decade. Marketing and promotional campaigns remain important.

What effects will competition have? Brand extensions and OTC switching will change the industry. Our investigation shows you revenue prospects for OTC markets, leading products and portfolios. Many opportunities remain, with high, fast-rising sales possible to 2022.

Forecasts, market shares, developmental trends, commercial news and discussions

In visiongain's report you find revenue forecasting, growth rates and market shares. Also, you see qualitative analyses (SWOT and STEP), company profiles, R&D and commercial developments. You receive 60 tables, 35 charts and two research interviews.

Nine ways World OTC Pharmaceutical Market 2012-2022 helps you

In particular, our study gives you the following knowledge on the topic

Find potential revenues to 2022 for the overall world market and submarkets

Discover projected revenues of leading products and OTC portfolios to 2022

See market forecasting to 2022 for the US, Japan, EU5 countries, China and India

Assess 11 leading companies, and others, discovering activities and outlooks

Review prospects for Rx-to-OTC switching by therapeutic area

Investigate competition and opportunities influencing sales

Find out what will stimulate and restrain the industry and market

Analyse prospects for established companies and those seeking to enter the

sector

View opinions from our survey, seeing interviews with authorities.

There, you discover quantitative and qualitative analyses with independent predictions. You receive information that only our report contains, staying informed on business intelligence.

Without our report you could miss out on information that your competitors use.

Gain research and analysis now for consumer healthcare

Our study is for everybody needing industry and market analyses for OTC pharma products. You find data, predictions and answers there. Please order that report now.

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COMPANIES LISTED

Aaron Industries
Abbott
Actavis Group
Adams Respiratory Therapeutics [acquired by Reckitt Benckiser, 2008]
Alliance Boots
American Medical Association
AmerisourceBergen
AstraZeneca
AZ Tika [wholly owned by AstraZeneca]
Barr [acquired by Teva, 2008]
Bausch & Lomb
Bayer
Bayer Consumer Care
Boehringer Ingelheim
Bristol-Myers Squibb (BMS)
Cardinal Health
Celesio
Center for Drug Evaluation and Research (CDER)
Chattem
CNS [acquired by GSK, 2006]
Costco
CVS
Daiichi Sankyo
Dexcel Pharma
Dollar General
Dr. Reddy's Laboratories
Duramed
Eisai
European Medicines Agency (EMA, EMEA)
Federal Trade Commission [US]
Food and Drug Administration (FDA) [US]
Galpharm [acquired by Perrigo, 2008]
GlaxoSmithKline (GSK)

J.B. Chemicals and Pharmaceuticals
J.P. Morgan
Johnson & Johnson
Kowa Pharmaceuticals
Lion Corporation
LNK International
L'Oreal
Lupin
McKesson Corporation
McNeil Consumer Healthcare
Medicines and Healthcare Products Regulatory Agency (MHRA) [UK]
Menarini Group
Merck & Co.
Ministry of Health, Labour and Welfare (MHLW) [Japan]
Mylan Pharmaceuticals
Nichi-Iko Pharmaceutical Co.
Novartis
Nycomed
Ohm Laboratories
Paras Pharmaceuticals
Perrigo Company
Pfizer
PGT Healthcare
Phoenix
Proctor & Gamble
Public Citizen
Ranbaxy Laboratories
Ratiopharm
Reckitt Benckiser Group
Roche
Rohto
Roxane Laboratories
Sagmel [acquired by Bayer, 2008]
Sandoz
Sanofi
Santarus
Sato Pharmaceutical
Schering Plough
Sepracor

Somaxon Pharmaceuticals
SSL International
SSP Co.
Sun Pharmaceutical Industries
Taisho Pharmaceutical Co.
Takeda Pharmaceutical Company
Target Corporation
Teva Pharmaceutical Industries
Therapeutic Goods Administration (TGA) [Australia]
Torrent Pharmaceuticals
Tufts Center for the Study of Drug Development
University of the Sciences in Philadelphia
Walgreens
Walmart
Watson Pharmaceuticals
Wyeth [acquired by Pfizer, 2009]

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