

OTC Pharmaceuticals - BRIC (Brazil, Russia, India, China) Industry Guide

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Description

Datamonitor's OTC Pharmaceuticals - BRIC (Brazil, Russia, India, China) Industry Guide is an essential resource for top-level data and analysis covering the BRIC (Brazil, Russia, India, China) OTC Pharmaceuticals industry. The report includes easily comparable data on market value, volume, segmentation and market share, plus full five year market forecasts. It examines future problems, innovations and potential growth areas within the market.

Scope of the Report

- * Contains an executive summary and data on value, volume and segmentation
- * Provides textual analysis of the industry's prospects, competitive landscape and profiles of the leading companies
- * Incorporates in-depth five forces competitive environment analysis and scorecards
- * Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country. .
- * Includes a five-year forecast of the industry

Highlights

The BRIC OTC Pharmaceuticals market grew by 7.2% between 2005 and 2009 to reach a value of \$19640.4 million.

In 2014, the market is forecast to have a value of \$26980 million, an increase of 6.6% from 2009.

Brazil was the fastest growing country with a CAGR of 8.2% over the 2005–09 period.

Why you should buy this report

- * Spot future trends and developments
- * Inform your business decisions
- * Add weight to presentations and marketing materials
- * Save time carrying out entry-level research

Market Definition

The OTC pharmaceuticals market consists of the retail sale of traditional medicines, cough and cold preparations (tablets, mixtures, lozenges, topical remedies, inhalers), vitamins and minerals (multi-vitamins, single minerals, single vitamins, tonics, cod liver oil), indigestion preparations (tablets, powders, mixtures), analgesics (Paracetamol, Ibuprofen, Aspirin and other analgesics), and medicated skin products (anti-bacteria's, acne treatments, anti-fungal, disinfectants and other), topical OTC medicines (anesthetic products, anti-itch products, antibiotic creams/gels), plasters & bandages (adhesive bandages/plasters, first aid tape, gauze pads/rolled gauze, liquid bandages and other tape or bandage), first aid kits and other (anti-smoking aids, rectal medications, eye/ear drops, sleeping aids, and motion sickness).

Table of Contents

BioMarket Group - A Global Online Aggregator of Life Science Market Research

ABOUT DATAMONITOR 2
INTRODUCTION 14
What is this report about? 14
Who is the target reader? 14
How to use this report 14
Definitions 14
BRIC OTC Pharmaceuticals Outlook 15
OTC Pharmaceuticals in Brazil 21
Market overview 21
Market value 22
Market segmentation I 23
Market segmentation II 24
Market share 25
Five forces analysis 26
Leading companies 34
Market distribution 50
Market forecasts 51
Macroeconomic indicators 52
OTC Pharmaceuticals in China 54
Market overview 54
Market value 55
Market segmentation I 56
Market segmentation II 57
Market share 58
Five forces analysis 59
Leading companies 67
Market distribution 79
Market forecasts 80
Macroeconomic indicators 82
OTC Pharmaceuticals in India 84
Market overview 84
Market value 85
Market segmentation I 86
Market segmentation II 87
Market share 88
Five forces analysis 89
Leading companies 97
Market distribution 115
Market forecasts 116
Macroeconomic indicators 118
OTC Pharmaceuticals in Russia 120
Market overview 120
Market value 121
Market segmentation I 122
Market segmentation II 123
Market share 124
Five forces analysis 125
Leading companies 133
Market distribution 149
Market forecasts 150
Macroeconomic indicators 151
Appendix 153
Data Research Methodology 153

LIST OF TABLES

Table 1: BRIC OTC pharmaceuticals industry, revenue(\$m), 2005–14 16
Table 2: BRIC OTC pharmaceuticals industry, revenue(\$m), 2005–09 18
Table 3: BRIC OTC pharmaceuticals industry, revenue(\$m, 2009–14 20
Table 4: Brazil otc pharmaceuticals market value: \$ million, 2005–09 22
Table 5: Brazil otc pharmaceuticals Market segmentation I:% share, by value, 2009 23
Table 6: Brazil otc pharmaceuticals Market segmentation II: % share, by value, 2009 24
Table 7: Brazil otc pharmaceuticals market share: % share, by value, 2009 25
Table 8: Johnson & Johnson: key facts 34
Table 9: Johnson & Johnson: key financials (\$) 37
Table 10: Johnson & Johnson: key financial ratios 37
Table 11: Sanofi-Aventis: key facts 40
Table 12: Sanofi-Aventis: key financials (\$) 42
Table 13: Sanofi-Aventis: key financials (€) 42
Table 14: Sanofi-Aventis: key financial ratios 42
Table 15: Abbott Laboratories: key facts 45
Table 16: Abbott Laboratories: key financials (\$) 47
Table 17: Abbott Laboratories: key financial ratios 48
Table 18: Brazil otc pharmaceuticals market distribution: % share, by value, 2009 50
Table 19: Brazil OTC pharmaceuticals market value forecast: \$ million, 2009–14 51
Table 20: Brazil size of population (million), 2005–09 52
Table 21: Brazil gdp (constant 2000 prices, \$ billion), 2005–09 52

BioMarket Group - A Global Online Aggregator of Life Science Market Research

Table 22: Brazil gdp (current prices, \$ billion), 2005–09 52
Table 23: Brazil inflation, 2005–09 53
Table 24: Brazil consumer price index (absolute), 2005–09 53
Table 25: Brazil exchange rate, 2005–09 53
Table 26: China otc pharmaceuticals market value: \$ million, 2005–09 55
Table 27: China otc pharmaceuticals Market segmentation I:% share, by value, 2009 56
Table 28: China otc pharmaceuticals Market segmentation II: % share, by value, 2009 57
Table 29: China otc pharmaceuticals market share: % share, by value, 2009 58
Table 30: Johnson & Johnson: key facts 67
Table 31: Johnson & Johnson: key financials (\$) 70
Table 32: Johnson & Johnson: key financial ratios 70
Table 33: Novartis AG: key facts 73
Table 34: Novartis AG: key financials (\$) 75
Table 35: Novartis AG: key financial ratios 76
Table 36: Chengdu Rosun Antiseptic Pharmaceutical Co., Ltd: key facts 78
Table 37: China otc pharmaceuticals market distribution: % share, by value, 2009 79
Table 38: China OTC pharmaceuticals market value forecast: \$ million, 2009–14 80
Table 39: China size of population (million), 2005–09 82
Table 40: China gdp (constant 2000 prices, \$ billion), 2005–09 82
Table 41: China gdp (current prices, \$ billion), 2005–09 82
Table 42: China inflation, 2005–09 83
Table 43: China consumer price index (absolute), 2005–09 83
Table 44: China exchange rate, 2005–09 83
Table 45: India otc pharmaceuticals market value: \$ million, 2005–09 85
Table 46: India otc pharmaceuticals Market segmentation I:% share, by value, 2009 86
Table 47: India otc pharmaceuticals Market segmentation II: % share, by value, 2009 87
Table 48: India otc pharmaceuticals market share: % share, by value, 2009 88
Table 49: Cipla Ltd: key facts 97
Table 50: Cipla Ltd: key financials (\$) 100
Table 51: Cipla Ltd: key financials (Rs.) 100
Table 52: Cipla Ltd: key financial ratios 100
Table 53: Johnson & Johnson: key facts 103
Table 54: Johnson & Johnson: key financials (\$) 106
Table 55: Johnson & Johnson: key financial ratios 106
Table 56: GlaxoSmithKline Plc: key facts 109
Table 57: GlaxoSmithKline Plc: key financials (\$) 112
Table 58: GlaxoSmithKline Plc: key financials (£) 112
Table 59: GlaxoSmithKline Plc: key financial ratios 112
Table 60: India otc pharmaceuticals market distribution: % share, by value, 2009 115
Table 61: India OTC pharmaceuticals market value forecast: \$ million, 2009–14 116
Table 62: India size of population (million), 2005–09 118
Table 63: India gdp (constant 2000 prices, \$ billion), 2005–09 118
Table 64: India gdp (current prices, \$ billion), 2005–09 118
Table 65: India inflation, 2005–09 119
Table 66: India consumer price index (absolute), 2005–09 119
Table 67: India exchange rate, 2005–09 119
Table 68: Russia otc pharmaceuticals market value: \$ million, 2005–09 121
Table 69: Russia otc pharmaceuticals Market segmentation I:% share, by value, 2009 122
Table 70: Russia otc pharmaceuticals Market segmentation II: % share, by value, 2009 123
Table 71: Russia otc pharmaceuticals market share: % share, by value, 2009 124
Table 72: Ranbaxy Laboratories Limited: key facts 133
Table 73: Ranbaxy Laboratories Limited: key financials (\$) 135
Table 74: Ranbaxy Laboratories Limited: key financials (Rs.) 135
Table 75: Ranbaxy Laboratories Limited: key financial ratios 135
Table 76: Johnson & Johnson: key facts 138
Table 77: Johnson & Johnson: key financials (\$) 141
Table 78: Johnson & Johnson: key financial ratios 141
Table 79: Krka: key facts 144
Table 80: Krka: key financials (\$) 146
Table 81: Krka: key financials (€) 146
Table 82: Krka: key financial ratios 146
Table 83: Russia otc pharmaceuticals market distribution: % share, by value, 2009 149
Table 84: Russia OTC pharmaceuticals market value forecast: \$ million, 2009–14 150
Table 85: Russia size of population (million), 2005–09 151
Table 86: Russia gdp (constant 2000 prices, \$ billion), 2005–09 151
Table 87: Russia gdp (current prices, \$ billion), 2005–09 151
Table 88: Russia inflation, 2005–09 152
Table 89: Russia consumer price index (absolute), 2005–09 152
Table 90: Russia exchange rate, 2005–09 152

LIST OF FIGURES

Figure 1: BRIC OTC pharmaceuticals industry, revenue(\$m), 2005–14 15
Figure 2: BRIC OTC pharmaceuticals industry, revenue(\$m), 2005–09 17
Figure 3: BRIC OTC pharmaceuticals industry, revenue(\$m), 2009–14 19
Figure 4: Brazil otc pharmaceuticals market value: \$ million, 2005–09 22
Figure 5: Brazil otc pharmaceuticals Market segmentation I:% share, by value, 2009 23

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Figure 6: Brazil otc pharmaceuticals Market segmentation II: % share, by value, 2009 24
Figure 7: Brazil otc pharmaceuticals market share: % share, by value, 2009 25
Figure 8: Forces driving competition in the otc pharmaceuticals market in Brazil, 2009 26
Figure 9: Drivers of buyer power in the otc pharmaceuticals market in Brazil, 2009 28
Figure 10: Drivers of supplier power in the otc pharmaceuticals market in Brazil, 2009 29
Figure 11: Factors influencing the likelihood of new entrants in the otc pharmaceuticals market in Brazil, 2009 30
Figure 12: Factors influencing the threat of substitutes in the otc pharmaceuticals market in Brazil, 2009 32
Figure 13: Drivers of degree of rivalry in the otc pharmaceuticals market in Brazil, 2009 33
Figure 14: Johnson & Johnson: revenues & profitability 38
Figure 15: Johnson & Johnson: assets & liabilities 39
Figure 16: Sanofi-Aventis: revenues & profitability 43
Figure 17: Sanofi-Aventis: assets & liabilities 44
Figure 18: Abbott Laboratories: revenues & profitability 48
Figure 19: Abbott Laboratories: assets & liabilities 49
Figure 20: Brazil otc pharmaceuticals market distribution: % share, by value, 2009 50
Figure 21: Brazil OTC pharmaceuticals market value forecast: \$ million, 2009–14 51
Figure 22: China otc pharmaceuticals market value: \$ million, 2005–09 55
Figure 23: China otc pharmaceuticals Market segmentation I:% share, by value, 2009 56
Figure 24: China otc pharmaceuticals Market segmentation II: % share, by value, 2009 57
Figure 25: China otc pharmaceuticals market share: % share, by value, 2009 58
Figure 26: Forces driving competition in the otc pharmaceuticals market in China, 2009 59
Figure 27: Drivers of buyer power in the otc pharmaceuticals market in China, 2009 61
Figure 28: Drivers of supplier power in the otc pharmaceuticals market in China, 2009 62
Figure 29: Factors influencing the likelihood of new entrants in the otc pharmaceuticals market in China, 2009 63
Figure 30: Factors influencing the threat of substitutes in the otc pharmaceuticals market in China, 2009 65
Figure 31: Drivers of degree of rivalry in the otc pharmaceuticals market in China, 2009 66
Figure 32: Johnson & Johnson: revenues & profitability 71
Figure 33: Johnson & Johnson: assets & liabilities 72
Figure 34: Novartis AG: revenues & profitability 76
Figure 35: Novartis AG: assets & liabilities 77
Figure 36: China otc pharmaceuticals market distribution: % share, by value, 2009 79
Figure 37: China OTC pharmaceuticals market value forecast: \$ million, 2009–14 81
Figure 38: India otc pharmaceuticals market value: \$ million, 2005–09 85
Figure 39: India otc pharmaceuticals Market segmentation I:% share, by value, 2009 86
Figure 40: India otc pharmaceuticals Market segmentation II: % share, by value, 2009 87
Figure 41: India otc pharmaceuticals market share: % share, by value, 2009 88
Figure 42: Forces driving competition in the otc pharmaceuticals market in India, 2009 89
Figure 43: Drivers of buyer power in the otc pharmaceuticals market in India, 2009 91
Figure 44: Drivers of supplier power in the otc pharmaceuticals market in India, 2009 92
Figure 45: Factors influencing the likelihood of new entrants in the otc pharmaceuticals market in India, 2009 93
Figure 46: Factors influencing the threat of substitutes in the otc pharmaceuticals market in India, 2009 95
Figure 47: Drivers of degree of rivalry in the otc pharmaceuticals market in India, 2009 96
Figure 48: Cipla Ltd: revenues & profitability 101
Figure 49: Cipla Ltd: assets & liabilities 102
Figure 50: Johnson & Johnson: revenues & profitability 107
Figure 51: Johnson & Johnson: assets & liabilities 108
Figure 52: GlaxoSmithKline Plc: revenues & profitability 113
Figure 53: GlaxoSmithKline Plc: assets & liabilities 114
Figure 54: India otc pharmaceuticals market distribution: % share, by value, 2009 115
Figure 55: India OTC pharmaceuticals market value forecast: \$ million, 2009–14 117
Figure 56: Russia otc pharmaceuticals market value: \$ million, 2005–09 121
Figure 57: Russia otc pharmaceuticals Market segmentation I:% share, by value, 2009 122
Figure 58: Russia otc pharmaceuticals Market segmentation II: % share, by value, 2009 123
Figure 59: Russia otc pharmaceuticals market share: % share, by value, 2009 124
Figure 60: Forces driving competition in the otc pharmaceuticals market in Russia, 2009 125
Figure 61: Drivers of buyer power in the otc pharmaceuticals market in Russia, 2009 127
Figure 62: Drivers of supplier power in the otc pharmaceuticals market in Russia, 2009 128
Figure 63: Factors influencing the likelihood of new entrants in the otc pharmaceuticals market in Russia, 2009 129
Figure 64: Factors influencing the threat of substitutes in the otc pharmaceuticals market in Russia, 2009 131
Figure 65: Drivers of degree of rivalry in the otc pharmaceuticals market in Russia, 2009 132
Figure 66: Ranbaxy Laboratories Limited: revenues & profitability 136
Figure 67: Ranbaxy Laboratories Limited: assets & liabilities 137
Figure 68: Johnson & Johnson: revenues & profitability 142
Figure 69: Johnson & Johnson: assets & liabilities 143
Figure 70: Krka: revenues & profitability 147
Figure 71: Krka: assets & liabilities 148
Figure 72: Russia otc pharmaceuticals market distribution: % share, by value, 2009 149
Figure 73: Russia OTC pharmaceuticals market value forecast: \$ million, 2009–14 150

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