

OTC Pharmaceuticals - Global Group of Eight (G8) Industry Guide

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Description

Datamonitor's OTC Pharmaceuticals - Global Group of Eight (G8) Industry Guide is an essential resource for top-level data and analysis covering the OTC Pharmaceuticals industry in each of the G8 (United States, Canada, Germany, France, United Kingdom, Italy, Russia and Japan) countries. 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 the US, Canada, Germany, France, UK, Italy, Russia and Japan, alongside individual chapters on each country. .
- * Includes a five-year forecast of the industry

Highlights

The G8 OTC Pharmaceuticals market grew by 2.7% between 2005 and 2009 to reach a value of \$68999.2 billion

In 2014, the market is forecast to have a value of \$77727.6 billion, an increase of 2.4% from 2009.

The US is the world's largest market and generates 39.9% of global revenues in 2009.

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).

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