**Rx to OTC Switches 2009**

**Description:**
While many areas of the pharmaceutical industry will suffer from current economic conditions worldwide, sales of over the counter drugs are widely anticipated to grow as consumers seek cheaper alternatives. Manufacturers are expected to switch prescription drugs to over the counter status where possible. In the early part of this decade there was a decline in Rx to switches, since 2006 there has been a number of uses of this tactic to extend revenue of pharmaceutical products. In Kalorama Information's Rx to OTC Switches 2009, we take a look at recent switches, products that may switch in the future, and categories that can benefit most from an OTC product.

The U.S. market for Rx-to-OTC Switches encompasses a wide variety of products that have been determined safe and effective as over-the-counter products.

The market is fueled by several factors including an aging population; steady to increased incidences of conditions and diseases; new drug classes switched to OTC; product demand; economic conditions and several other factors.

All product areas contribute to the growth and development of the OTC market; however, new product development and additional regulatory review and approval of new OTC drug classifications, specifically in areas such as gastrointestinal drugs, cholesterol-reducing drugs, and contraceptives are expected to make the most impact for continued growth.

As part of its coverage, this report includes:
- Current Market for Rx to OTC across major categories
- Past Results of OTC Switches
- Products Most Likely to Switch to OTC
- Assessment of the Economic Downturn's Impact

The U.S. Market for Rx-to-OTC Switches focuses on several treatment segments in which Rx-to-OTC switches are available:
- Allergy, Cough, Cold, and Sinus Products
- Analgesics, NSAIDs, and Pain Treatments
- Anti-Infectives
- Gastrointestinal Drugs
- Hair Loss Products
- Hormones
- Oral Care
- Rectal Ointments
- Sleep-aids
- Smoking Cessation
- Weight Loss

In addition to the areas with switches in place, Kalorama Information has identified other areas which may be open to Rx-to-OTC switches in the future, including: Cholesterol-reducing Drugs, Osteoporosis Treatments, Overactive Bladder and Sexual Dysfunction.

The report covers OTC drugs that were once only available by prescription due to either the active ingredient or dosage of the drug.

Current and historical revenues for product segments include both the switched brands and OTC drugs containing switched ingredients. Forecasted data includes current products and forecasted switches which are outlined in the report.

The report includes statistical information for conditions and diseases affecting the U.S. population, including detail discussions, tables and figures. Each segment provides an overview, descriptions of products on the market, market estimates and forecasts, and competitive analysis of leading providers. In addition to above-mentioned information, the report includes current issues and trends affecting the industry and identifies trends that may arise in the future, including:

**Regulatory Actions**
A Third Class of Drug
Insurance Issues and Reimbursement for OTC Drugs
Health Insurance Trends in the United States
Healthcare Flexible Spending Accounts and OTC Medicines: Impact on the Consumer
Online Resources for Health Information
OTC Availability
Health Expenditures
Pharmacists Role
Impact on the Prescription Drug Manufacturer
Strategies for Continued Product Growth
Dual Status Switching
Generic Competition
Direct-to-Consumer Advertising
Patent Expiration
Labeling Changes
International Trends in Rx-to-OTC Switches
Prescription vs Over-the-Counter Industry
Declining Growth of the World Population

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