Over-the-Counter (OTC) Drugs and Dietary Supplements: Global Markets

Description: The Over-the-Counter (OTC) Drugs and Dietary Supplements: Global Markets Report Includes:
- An overview of the global markets for OTC drugs and dietary supplements
- Analyses of global market trends, with data from 2015, 2016, and projections of CAGRs through 2021
- Information about how pharmacies affect the OTC drug market
- Analysis of new developments that will provide an opportunity to manufacturers and marketers of OTC medicines and dietary supplements to expand organically
- Updates on the latest merger and acquisition activity
- Coverage of how point of sales and channels of distribution drive sales of OTC drugs and dietary supplements
- A look at key strategic initiatives for market penetration and expansion
- Company profiles of major players in the field

Report Scope

The report considers only western or modern drugs for this report and excludes any other type of drugs such as alternative therapies.

This study aims at understanding the dynamics and forecasts for OTC drugs and dietary supplements markets worldwide and provides key market propositions within the next five-year period.

The report covers developed and emerging markets in order to help readers understand:
- The current state of the OTC drugs and dietary supplements market and the key markets for its future development.
- New regulations that will influence the development of the OTC drugs and dietary supplements market.
- Market drivers of and threats to the OTC drugs and dietary supplements industry.
- Major regional trends in the global OTC drugs and dietary supplements market.

Highlights:
- The global market for over the counter (OTC) drugs and dietary supplements reached $164.7 billion in 2016 and should reach $220.8 billion in 2021, with a compound annual growth rate (CAGR) of 6.0%.
- Dietary supplements as a segment reached $55.8 billion in 2016 and should reach $74.8 billion in 2021, with a CAGR of 6.1%.
- Oral medical care as a segment reached nearly $22.9 billion in 2016 and should reach $32.1 billion 2021, with a CAGR of 7.0%.

Intended Audience
- Executives of pharmaceutical companies that are currently marketing OTC drugs and dietary supplements.
- Executives of companies that provide third-party manufacturing and development facilities for OTC drugs and dietary supplements.
- Manufacturers of bulk active ingredients and inactive ingredients such as base, resins, pigments and other raw materials for the manufacturing of OTC drugs and dietary supplements.
- FMCG companies that intend to enter the OTC drugs and dietary supplements market.
- Entrepreneurs, management consultants, and merger and acquisition (M&A) consultants.
- Financial institutions, venture capitalists and angel investors.
- Manufacturers and exporters of alternate OTC drugs and food supplements.
- Government agencies, public health departments and organizations working in regulations and process development of OTC drugs and dietary supplements.

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- Aspen Holdings
- Bausch & Lomb
- Bayer Healthcare AG
- Boehringer Ingelheim GMBH
- Carma Laboratories, Inc.
- Chattem Inc.
- Cilag AG
- Colgate-Palmolive Company
- Daiichi Sankyo Co., Ltd.
- Derma Sciences
- Eyesceince Labs
- Fertin Pharma A/S
- Gaba Gmbh, PC
- Galderma S.A.
- Gemini Pharmaceuticals, Inc.
- Genomma Lab International
- Glaxosmithkline Plc
- Hisamitsu Pharmaceutical Co., Inc.
- Johnson & Johnson
- Kowa Company, Ltd.
- Lake Consumer Products, Inc.
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- Meda AB
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- Merck Corporate Headquarters
- Merz Pharma
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