Market Overview of Global OTC Drug Market

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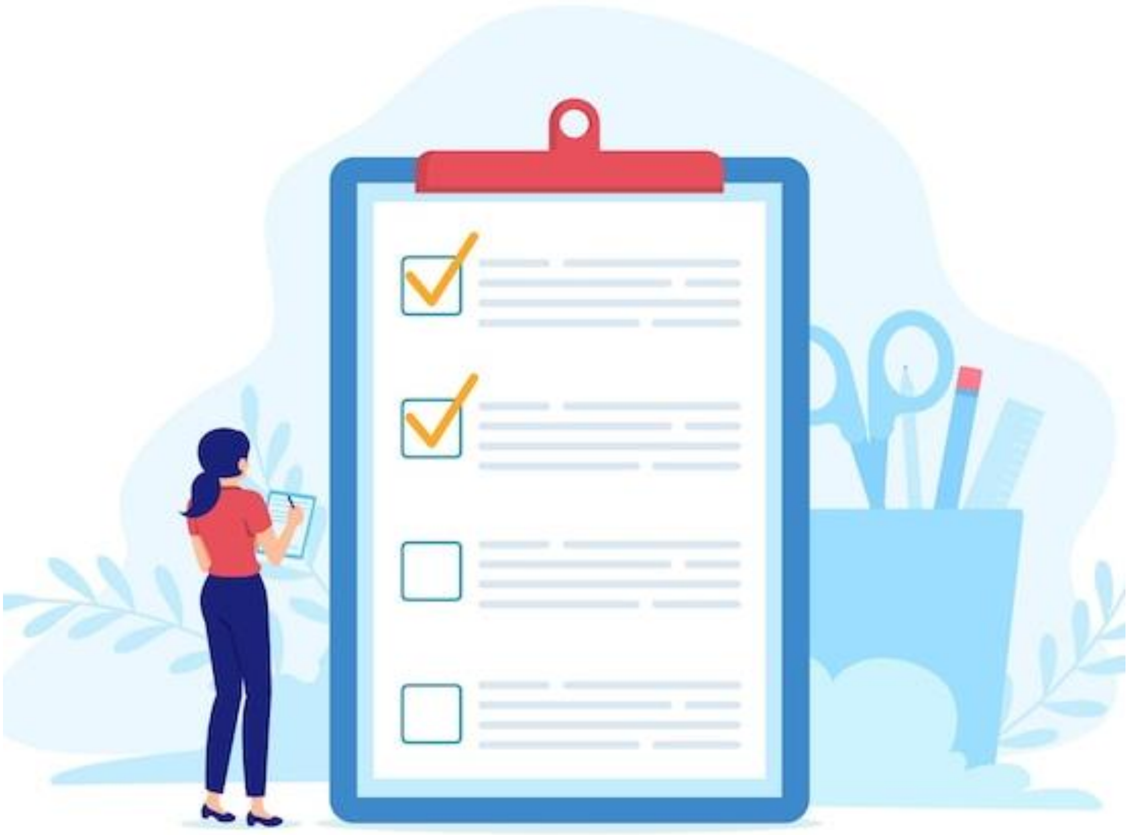

INTRODUCTION?

- Non-prescription pharmaceuticals are often known as over-the-counter (OTC) medications. These medications are available for purchase by the general public without a prescription from a physician and are approved for use outside of the doctor's office. In terms of regional competitive advantages and dynamics, the research will reveal a number of paradigm shifts in the industry under investigation. To make decision-making simple, key vendor analysis, new products, and advances are also presented. The market will be investigated comprehensively from both the supply- and demand-side viewpoints. This study will examine long-term market trends; the identification of market-influencing factors is based on the basics of the market under investigation. Endogenous and externally derived elements will be discovered through secondary research, converted to number data through data extraction, and used for derivable reasoning.
- The market analysis has been divided into cold, cough, and flu products based on product type. It has been possible to assess and predict the market size in the future by taking into account a wide range of elements, including demographic trends, governmental policies, economic cycles, and market-specific microeconomic impacts. The research also offers a thorough analysis of the market's major obstacles, opportunities, and drivers.
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RESEARCH QUESTION

What are the factors that contribute to market growth of OTC market dugs?

OBJECTIVES

- To assess the market size, trends, opportunities and challenges of OTC market globally
- To study the key market players, market segments and to market restraints and market growth drivers

METHODOLOGY(1/1)

STEP 1:-

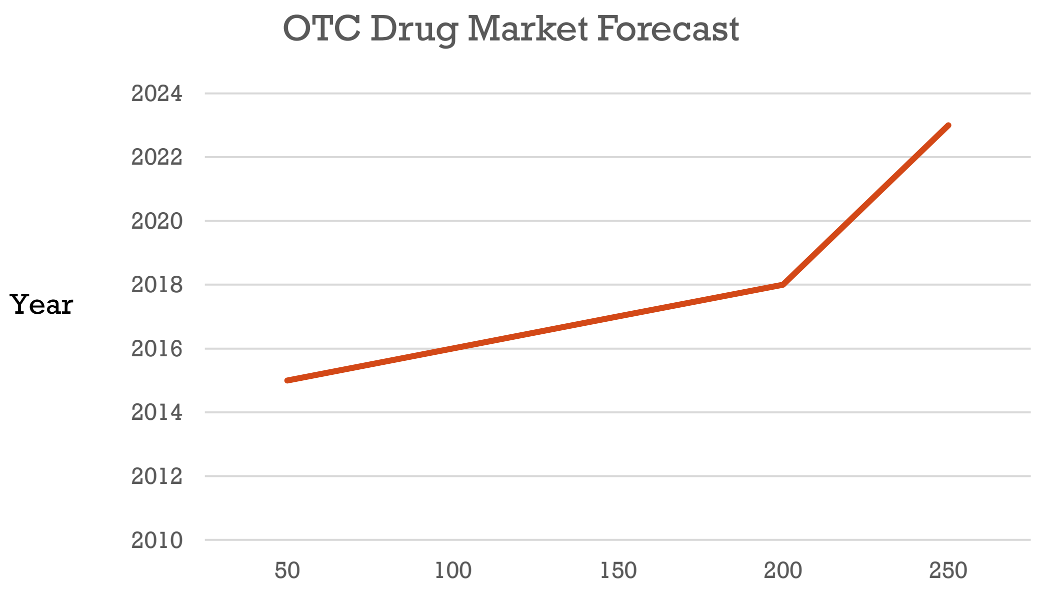
Quantity, review period estimation, and market engineering for the projected term. Numerous bottom-up and top-down methods are used to estimate the sizes..

STEP 2:-

The bottom-up approach includes understanding the area of application, value and value chain, and end-user demand. After that, these variables are cross-validated using both secondary and primary sources.

The market is investigated holistically from both the supply and demand sides. In the initial stage, significant secondary research was conducted first. Secondary data is gathered from a variety of databases, including those belonging to journals, associations, industry groups, corporate annual reports, and whitepapers, all of which are respected by professionals in the field. A thorough discussion guide had to be created for the second stage. The major goal was to gather quality market intelligence from influential industry players

DESCRIPTION

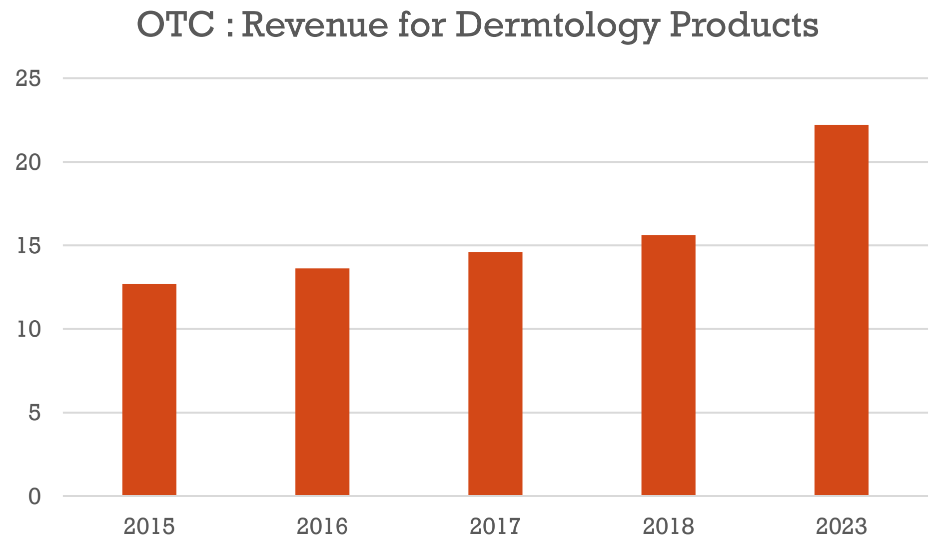


- The global over-the-counter (OTC) drug market (henceforth referred to as the market studied) was estimated to be worth about USD 125 billion in 2016, and is anticipated to reach USD 193.6 billion by 2023, recording a CAGR of 8.5%, over the forecast period of 2018-2023.

- • Growing consumer convenience, affordability, and high acceptability and adoption in emerging nations are some of the important drivers accelerating the expansion of the market under study.

- • By region, the Asia-Pacific segment is anticipated to experience a CAGR of 9.6% over the projection period. This might be primarily related to expanding OTC medicine consumption and rising market participant investment.

MARKET SEGMENTATION:PRDUCT TYPE

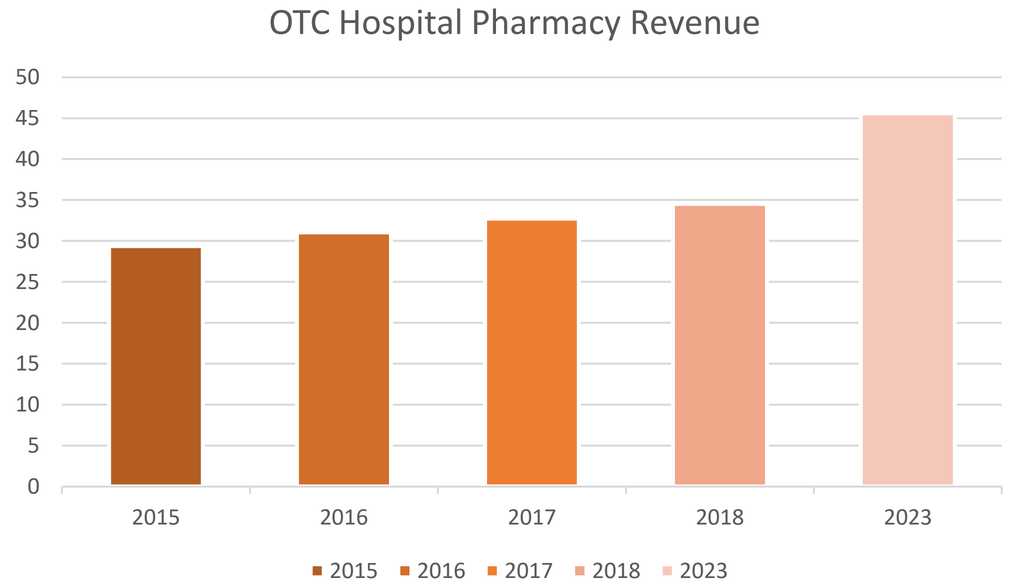


- The dermatology product segment of the market under study has a 2017 market value of USD 14.59 million and is projected to grow to USD 22.22 million by 2023, at an estimated CAGR of 8.0 percent.

- The OTC medicine portfolio's most popular goods are those related to dermatology, which is a result of the growing global concern about skin diseases. One of the most prevalent issues that the majority of people experience globally is skin ailments.
- • In industrialized nations like the United Kingdom, Germany, France, the United States, Canada, etc., where skin-related problems are a significant focus for doctors and a wide range of over-the-counter treatments are available for the treatment, there is a developing awareness among the general population.

- The high levels of stress, malnutrition, and pollution in low- and middle-income communities, combined with low levels of awareness, frequently impede the expansion of the market under study.

MARKET SEGMENTATION:DISTRIBUTION CHANNEL



The hospital pharmacy market sector was worth USD 32.72 million in 2017 and is projected to be us$ 47.58 million by 2023, growing at a CAGR of 7.7% over that time.

• The formulation, dispensing, and distribution of pharmaceuticals are expected to be enhanced by hospital pharmacy departments. Purchasing, storing, compounding, dispensing, manufacturing, testing, packing, and distributing medications are all dealt with by a hospital pharmacy.

• In-patient, outpatient, and control drug units of the system must get medication from hospital pharmacies. There are four different categories that can be used to distribute medications to in-patients: individual prescription orders, full floor stock systems, mixed floor stock systems, and unit dose systems.

MARKET SEGMENTATION:DISTRIBUTION CHANNEL

1. The retail pharmacy segment of the market under research had a value of USD 44.27 million in 2017 and is projected to grow to USD 61.36 million by 2023, at a CAGR of 7.6%.

2. 2 OTC pharmaceuticals are easily accessible to consumers when they need them and are sold in a variety of retail locations, including those without pharmacies.

3. In the US, customers in rural and urban areas have access to 24/7 healthcare for common, daily conditions because to the country's more than 750,000 store outlets.

4. The current two-class system of drug distribution gives consumers access to a variety of cheap, safe, and effective self-care options.

MARKET GROWTH DRIVERS

PRODUCT INNOVATION

The OTC medications have a significant advantage over prescription drugs due to their illness specificity, accuracy, and efficacy drugs. Therefore, innovation is crucial to the market penetration and uptake of OTC medications.

HIGH PENETRATION IN EMERGING MARKETS

Over the projection period, the market under study is anticipated to experience the highest growth rate among rising markets in South East Asia and Latin America. This can be attributed to the population's rapid growth, the expansion of the middle class, and an increase in disposable income that create a critical mass of people who have access to over-the-counter drugs. Moreover, new accessibility channels in emerging markets, like retail stores and supermarkets, are fostering the development of the market under study in emerging economies

FAVOURABLE REGULATORY FRAMEWORK

OTCs are becoming more and more crucial to diverse worldwide healthcare systems. They assist in reducing the need for minor medical visits, which helps various nations save significant amounts of money. As OTC medications offer significant advantages, organisations like the FDA are in support of their market approval. The number of OTC products on the market has expanded along with the shift from Rx to OTC .

MARKET RESTRAINTS

Probability Of Substance Abuse

One of the key problems for the European portion of the market under study is drug abuse, particularly among teenagers. The risk of drug addiction is also present with over-the-counter drugs. Due to their easy availability on the market, these medications are frequently abused.

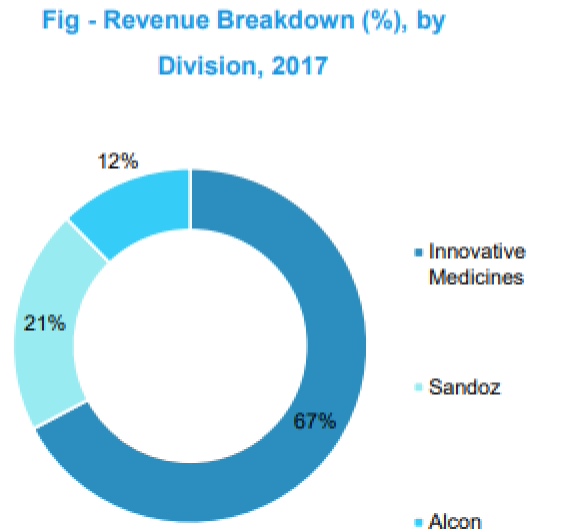
• One in eight teenagers, or about 12 percent, are thought to abuse over-the-counter cough medications. Over three million teenagers and young adults suffer from OTC drug addiction

Lack of Awareness in Rural Regions

The two most populous nations, China and India, have about 44 percent and 67 percent of their respective populations living in rural areas, where ignorance is common and poses a significant barrier to the development of the market under study. So approximately half of the world's population lives in rural areas.

• However, lack of awareness in the region, where the demand is much higher, is limiting the growth of the market studied, as the rural populace is not quite aware of the availability and benefits of OTC drugs. • One of the main purposes of OTC drugs is to reach areas where healthcare facilities are not accessible. The availability of OTC drugs reduces the need for hospital visits.

KEY MARKET PLAYERS: NOVARTIS



Sales increased in the Innovative Medicines Division, and the Alcon eye care division returned to growth in 2017.

Sandoz Division sales declined, as the effects of increased price competition in the US more than offset growth in the rest of the world

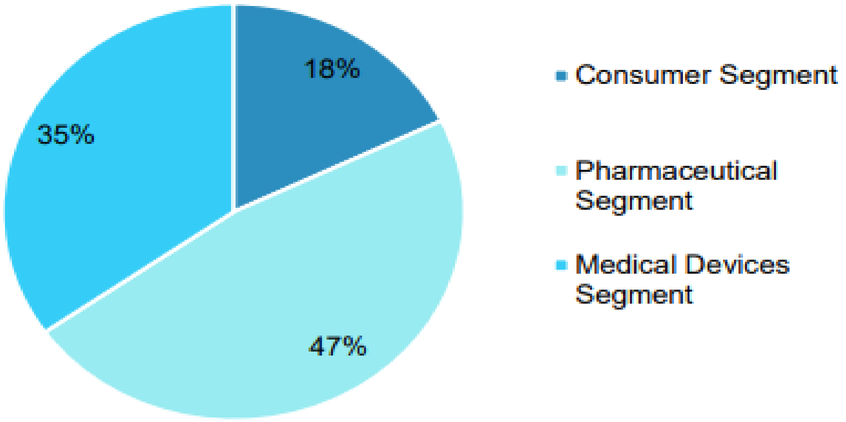
One of the biggest pharmaceutical firms in terms of both market capitalization and sales is Novartis AG. Alcon (eye care) and Sandoz are the three business operational divisions of the corporation (generics).

• In the Innovative Medicines division, the company's top five selling drugs are Gilenya ($3,185 million), Cosentyx ($2,071 million), Glivec ($1,943 million), Lucentis ($1,888 million), and Tasigna ($1,888 million) (USD 1,841 million)

• For three different kinds of advanced systemic mastocytosis as well as newly diagnosed FLT3-mutated acute myeloid leukaemia (AML), the company's medication Rydapt (midostaurin) has been given EU clearance (SM).

KEY MARKET PLAYERS: JOHNSON &JOHNSON

Revenue Share (%), by Business Segment, 2017



- The company's business segments are divided into three major business segments. The Medical Devices segment generated the highest revenue, in 2017.
- The Pharmaceutical segment is the second-largest segment.

Johnson & Johnson is a holding company that provides creative work, product manufacture, and product offering in the social insurance sector. It progresses through the following supplementary pieces: Medical, pharmaceutical, and consumer goods devices.

• Products used in the wound care, over-the-counter pharmaceutical, women's health, and oral care markets for children comes under consumer segment

• The Pharma division is centered on beneficial areas such immunology, infectious disease, vaccinations, oncology, neurology, cardiovascular, digestive, and pneumonic hypertension.

• The medical devices category provides products used in the disciplines of orthopaedics, surgery, cardiology, diabetes treatment, and eye health. There are 134,000 employees working as representatives for the organisation in 60 different countries. There are over 250 auxiliary groups included

KEY INFERENCES

- According to region, the market under investigation was dominated by the North American segment. The region's dominance can be ascribed to a number of things, including higher adoption rates, greater awareness of over-the-counter medications, the presence of significant market participants, and higher healthcare spending when compared to other regions.

- • The Asia-Pacific region is anticipated to see the largest CAGR during the projection period, nevertheless. This is mainly because China and India have a substantial concentration of OTC producers. Contract manufacturing organizations (CMOs), which are outfitted with good manufacturing procedures (GMP) and offer services at a significantly cheaper cost than their American or European equivalents, are abundant in China and India.

- • The category of cold, cough, and flu products now dominates the market under study by product type, and this dominance is anticipated to persist over the coming years. The domination of this market can be ascribed to both the high prevalence of OTC medications that are effective and the rising incidence rate. However, due to rising dermatological concerns worldwide, the dermatology product market is anticipated to increase at the quickest rate.
- • The market studied is expected to record a moderate growth rate, primarily fueled by the increasing adoption of biologics and biosimilars, and the increasing prevalence of issues, such as common cold, cough, flu, dermatological issues, obesity, and abnormalities in gastrointestinal activities.

THANKYOU