

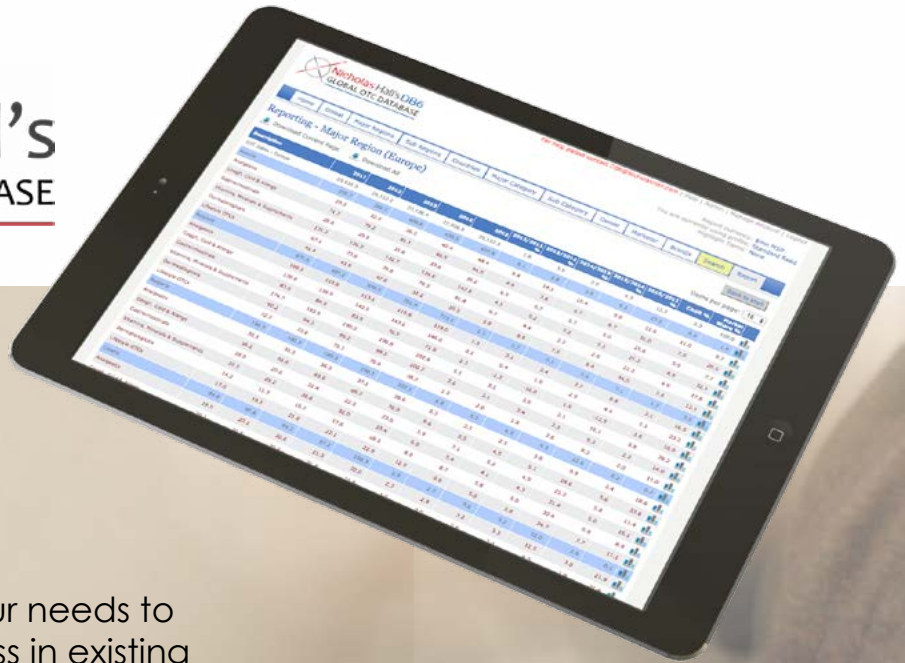
DB6 GLOBAL OTC DATABASE

*Succeed in OTC with comprehensive, robust and reliable sales information - **DB6** is the complete solution to your company's OTC data needs*

NICHOLAS HALL GROUP OF COMPANIES
BENCHMARKING THE WORLD OF OTC

www.db6.NicholasHall.com | www.NicholasHall.com

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As a company, we offer a wide range of services; our unique database, **DB6** sits at the top of the pyramid

DB6 is built for your needs to grow your business in existing or new markets

With knowledge and connections around the world, we are strategically placed to offer the most comprehensive OTC sales database to our clients

Country Information - USA

Full Brand List | Major Category | Sub Category

Report currency: \$mm MSP
You are currently using profile: Standard fixed
Highlight items: None

Year	USA	Global	Global %	Region %
2011	27,168.4	95,359.2	27.34 %	29,777.4
2012	27,226.8	102,881.8	26.35 %	29,379.2
2013	28,744.5	107,566.5	26.72 %	31,057.3
2014	29,520.0	112,072.9	26.34 %	31,863.3
2015	30,986.1	118,202.0	26.19 %	33,411.0

Notes

OTC growth for the US OTC market accelerated in 2015 with full-year sales rising by 8.0%, a marked improvement compared to growth in 2014 (+7.7%) and 2013 (+3.7%).
Switch remains a major factor in this upturn, with sales of amoxicillin (+7%) continuing the revival that began in Q2 2014 following the launch of Neosun 24HR (Pizer).
Allergy remedies also saw growth accelerate (+20%) in 2015 on the back of switch activity, with OSK's Flonase a major success and outpacing 2014's major growth driver.

Total OTC Sales (\$mm MSP)

USA

USA/North America

2015 Major Category Sales

- Analgesics
- Cough, Cold & Allergy
- Gastrointestinals
- Vitamins, Minerals & Supplements

Why Nicholas Hall's DB6 Global OTC Database?



Nicholas Hall's **DB6** – the first strategic global database of its kind – is an essential planning tool for your company.

As experts in OTC, we at Nicholas Hall understand the importance of having the right resources accessible to you for success in the industry by building a robust, clear, consistent and reliable sales database.

Our priority is to provide users with the very best picture of the OTC market giving the flexibility to see macro trends whilst still being able to drill down to detail in each country and category.

We believe in thinking differently. **DB6** challenges traditional audits and delivers a user-friendly, fully-informed and detailed database covering all channels of retail distribution. **DB6** is equipped to aid and facilitate key strategic planning for you and your company.

With over 20 years of achievement, **DB6** is the data source of choice for both global and local players, providing the essential facts and figures to drive your brands to success.



Robust data

Strategic planning

Forecasts

Assess competition

OTC expertise

Global coverage

Client support

Bespoke packages



Celine Waller
VP & Director of **DB6**

MARKETS

ASIA

EAST & SOUTH EAST ASIA

China
Hong Kong
Indonesia
Malaysia*
Philippines
Singapore*
South Korea*
Taiwan
Thailand
Vietnam

AUSTRALASIA

Australia*
New Zealand*

INDIAN SUBCONTINENT

India
Pakistan

JAPAN

Japan*

AMERICAS

NORTH AMERICA

Canada*
USA*
Puerto Rico

LATIN AMERICA

Argentina*
Brazil*
Chile
Colombia*
Ecuador*
Mexico*
Peru
Venezuela*

DB6 tracks 97% of the global OTC market, including all major and key markets across 6 continents

EUROPE

WESTERN EUROPE

Austria*
Belgium*
Denmark*
Finland*
France*
Germany*
Greece
Ireland
Italy*
Netherlands*
Norway*
Portugal*
Spain*
Sweden*
Switzerland*
UK*

CENTRAL & EASTERN EUROPE

Bulgaria*
Croatia
Czech Republic*
Hungary
Lithuania*
Poland*
Romania*
Russia*
Slovakia*
Slovenia*
Ukraine*

REST OF WORLD

REST OF WORLD

Algeria
Egypt
Israel
Iran
Morocco
Nigeria
Kazakhstan*
Saudi Arabia
South Africa*
Turkey*
UAE



COVER

* Volume sales available. **DB6** volume sales are displayed in terms of absolute number of packs sold, unadjusted for pack size or dosage

Pharmacy

- Hospital pharmacies
- Independent pharmacies
- Chain drugstores

Types of products covered:



non-prescription products



semi-ethicals



traditional medicines like TCMs



homeopathics

Coverage

DB6 tracks the OTC market across all therapeutic areas

CATEGORIES

COUGH, COLD & ALLERGY

Cough remedies
Systemic cold & flu
Topical decongestants
Chest rubs & inhalants
Sore throat & medicated confectionery
Allergy remedies
Asthma remedies

VITAMINS, MINERALS & SUPPLEMENTS

Multivitamins
Single vitamins:
A, D, B, C, D, E
Minerals: Calcium, Iron, Zinc, Magnesium, Fluoride,
Herbal & natural supplements:
Garlic, Ginseng, Fish oils & Omega 3, CoQ10, Lecithin, GLA, Royal jelly,
Hair & beauty supplements
Eye health supplements
Herbal memory & brain health
Herbal antidepressants
Herbal & natural joint health
Herbal menopause supplements
Immune supplements
Tonics & cure alls
OTC tonic drinks
Chyawanprash
Probiotics

ANALGESICS

Systemic analgesics
Topical analgesics
Mouth & dental analgesics

GASTROINTESTINALS

Antacids
Antiflatulents
Laxatives
Antidiarrhoeals
Antinauseants
Digestive enzymes
Liver & bile remedies
Antispasmodics & IBS remedies

DERMATOLOGICALS

Acne remedies
Haemorrhoid preparations
Antifungals – VYI treatments
General antifungals
Nail antifungals
Anti-itch
Antiseptics & disinfectants
Cold sore treatments
Wound healers
Scalp treatments
Head lice treatments
Hair loss treatments
Wart & verruca treatments
Topical antibiotics
Circulatory aids
Lip care
Feminine intimate care
Eczema & psoriasis

LIFESTYLE OTCS

Smoking control
Sedatives & sleep aids
Stimulants
Eye care
Ear care
Urinary products
Systemic cardiovasculars
Obesity treatments
Emergency hormonal contraception

Nicholas Hall's
OTC DATABASE

COVERAGE

Mass Market

- Supermarkets
- Mass merchandisers
- Mass discounters
- Convenience stores

Over 24,000 records,
covering over 10,000 brands
and over 2,500 companies



medical devices



food
supplements



cosmetics



grocery
goods

DB6 SOURCES

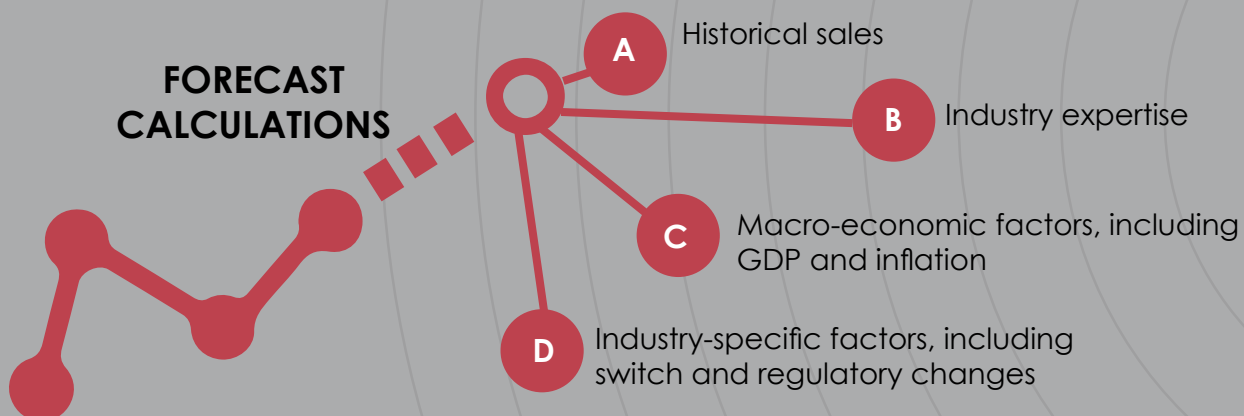
DB6 data is compiled from a range of sources in order to provide the most meaningful and comprehensive coverage of the global OTC market over the last 5 years:

DB6 SOURCES

- Audit data from a range of local and global suppliers
- Manufacturer interviews
- Published data
- Industry validations
- Nicholas Hall Network Partners
- Knowledge and insights provided by Nicholas Hall, Chairman & CEO

DB6 FORECASTS

DB6 forecasts are calculated using regression-based analysis, incorporating multiple factors in order to provide the most accurate market projections for the next 5 and 10 years.



DB6 FEATURES & BENEFITS

Customised reporting

- Broad or specific data selections, from global level down to individual brand level
- Focus on specific category, region, marketer or brand
- Prioritise regions and markets of entry
- Ability to alter standard **DB6** definitions to fit your own needs

Merge data tool

- Make informed decisions with **DB6**'s confidential tool for planning M&A, business development and investment
- Option to merge companies, as well as brands to companies

Highlight company / brand

- Benchmark specific company or brand against top 'x' records
- Asses competitive landscape, and monitor your rivals

Consistency

- Standardised coverage of entire retail landscape in all categories & countries
- **DB6** data is presented at manufacturer's selling price (MSP), allowing comparison with internal sales

Consultancy support

- Bank of consultancy hours for data-related analysis
- OTC expertise: **DB6** team on hand to provide additional insights and training

DB6 PUBLICATION

With MAT publications each quarter, keep on top of the latest trends in OTC with **DB6** data



Year End Data

- Full and complete update of the entire database, with 5 years of data included as standard
- 5 and 10 year forecasts
- Market Movers
- Published online



MAT March

- Topline update of the top 20 markets
- Global and regional sales by major category and subcategory
- Market Movers
- Top 20 company sales
- Published in MS excel



MAT June

- Full update of the top 20 markets
- Global and regional sales by major category and subcategory
- Market Movers
- Top 20 company sales
- Published online



MAT September

- Topline update of the top 20 markets
- Global and regional sales by major category and subcategory
- Market Movers
- Top 20 company sales
- Published in MS excel

DATA SOURCE OF CHOICE

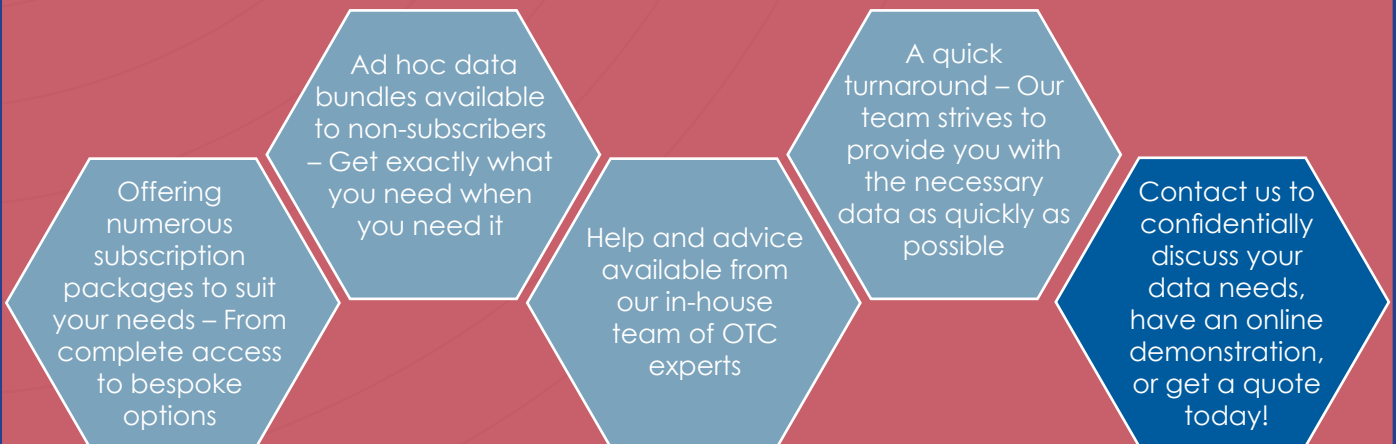
Nicholas Hall's **DB6** is the global OTC data source of choice for many leading players, including...



GET DB6 DATA NOW



Nicholas Hall's
DB6 GLOBAL OTC DATABASE



Contact us to confidentially
discuss your data needs, have
an online demonstration, or get
a quote today

Websites:

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