

# THE ESSENTIAL GUIDE IN TODAY'S CHALLENGING MARKETS

## Key Features

Consumer health trends & developments on a global, regional and country level, with individual chapters covering:

- Major OTC categories
- Company & brand profiles
- M&A and j-v activity
- Rx-to-OTC Switch
- New Product Development & Innovation
- Hot topics
- ... and much more

With over 70 charts featuring the latest year-end data from **DB6**

# OTC YEARBOOK 2019



Full-year sales data to end-2018 from  
**DB6** Global OTC Database



# OTC FACTS & FIGURES IN FOCUS

A vital resource for Consumer Health marketers, offering instant access to the vital facts & figures needed to support quick and accurate decision making.

*OTC YearBook 2019* gives you the most up-to-date and fully-informed picture of the CH industry around the world, featuring expert analysis and incorporating full year-end 2018 data from the only dedicated worldwide OTC database, Nicholas Hall's unique and invaluable **DB6** Global OTC Database.



OTC YearBook is used by top OTC, pharma and consumer health companies, investment banks and consultants around the world.

Depending on your requirements, the report is available in various digital licences (Site or Global) or as individual print copies.

Please refer to the order form for more details.

With extensive knowledge and experience in benchmarking the world of consumer health, Nicholas Hall's *OTC YearBook 2019* provides a focused set of data and analysis. Find all the facts, all the figures, at your fingertips.

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### **Global Review**

Highlighting major developments and global trends, and forecasting the OTC outlook for the future

### **Regional Review**

8 major regions come under the spotlight, with the focus on key markets, trends and developments

### **Leading Markets**

Coverage of the Top 15 markets includes topline data by category, leading marketers and brands – PLUS a country-by-country review of regulations, switch environment, advertising and distribution

### **Category Review**

Global coverage of Analgesics, CCA, Gastrointestinals, VMS, Derma and Lifestyle OTCs

### **Leading Companies**

Profiles of the Top 20 OTC players across the world. Leading 250 OTC marketers by sales with CAGR 2014-18

### **Mergers & Acquisitions**

All the major M&A activity, joint-ventures and alliances since 2014 – PLUS coverage of multiples paid for acquisitions in the OTC industry 2014-2019

### **Leading Brands**

The leading 250 OTC brands by sales – PLUS concise profiles of the Top 25 brands

### **Hot Topics**

Analysis of the current topics affecting consumer health such as medical devices, e-Commerce and other growth opportunities

### **Rx-to-OTC Switch**

Overview of the switch environment in key markets – PLUS profiles of significant Rx-to-OTC switches

### **New Product Development & Innovation**

Overview of latest activity in delivery formats and NPD, including medical devices

### **Global Retailing**

Comprehensive overview of the fast-changing global retailing environment - PLUS major retailer profiles

### **Essential Reference Tables**

Information on classification of ingredients, company ownership, brands & marketers and manufacturers' associations – PLUS an OTC glossary

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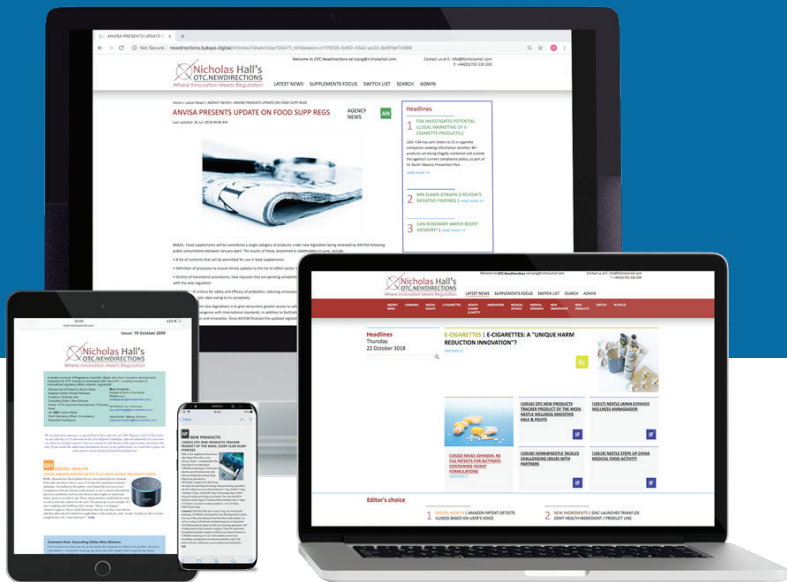
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Re-launched November 2018 with an all-new website and newsletter format!

Nicholas Hall's *OTC.NewDirections* is delivered weekly and includes an inspired mix of global consumer healthcare news and commentary from the viewpoint of the self-care industry, backed by insights from industry experts.



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