

Rx-to-OTC Switch

Success Strategies & Opportunities



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Making a switch from Rx-to-OTC can be a complex process, requiring dedicated input from many departments, including marketing, regulatory, medical and others. But the rewards of a successful switch can be high – from establishing a new consumer brand or entering a new niche to enabling new access to treatments or giving an Rx brand a second life.

This updated edition of the best-selling 2014 report again features the knowledge and insight of Switch expert Joseph McGovern along with Nicholas Hall's industry expertise and sales data. The collaborative report takes an in-depth look at the global switch environment, assessing the opportunities and the barriers to success. It investigates the essential factors behind successful switches. Furthermore, the report offers country breakdowns of the key OTC markets – providing insight into the local switch environment, the latest switches and

regulatory changes – to give you the knowledge needed no matter where you are looking to make a switch.



- New Edition – fully updated
- Fresh insights & latest developments
- Enhanced case studies with new brands added
- All-new sections and up-to-date sales data

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Meloxicam Adamed, Mel • MiraLAX • Mucinex
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ALL ABOUT SWITCH

Shining the spotlight on the switch procedure itself, and the regulatory hoops that must be jumped through to turn an Rx product into a successful OTC brand, the report aims to equip readers with a greater understanding of the ins & outs of switch. Key lessons and success factors for switch are drawn out via analysis of 30+ switched OTC brands. Finally, the future of switch is charted, with bold predictions and category-by-category analysis.

With governments struggling to sustain formal healthcare systems in the face of ageing populations, self-medication has the potential to support state healthcare by providing consumers with the necessary tools to play a greater role in managing their own health. Switch is a driver of long-term growth and, unlike devices and technology which can quickly become outdated, a good switch can provide revenue for years.

The major switches of the future are likely to be achieved via new OTC categories. Marketers must commit whole-heartedly to switch since a successful switch strategy requires corporate sponsorship and leadership from within. Switch is not without challenges or risks, but the potential rewards can be great. While the technical barriers might be higher than before, this does not detract from the main driver of switch – unmet consumer demand. Ultimately, switch can deliver new and more effective treatments into the hands of the consumer.

"The fundamentals of Switch have not changed but, as the categories get more complex, the process becomes harder and needs new approaches. Any of the leading OTC players are well placed to drive major Rx-to-OTC switches, but they require management commitment and determination to drive because they are challenging."

JOSEPH MCGOVERN

With nearly 40 case studies of switched brands, including recent and historical switches, and analysis of the switch process and major developments in 17 markets from around the globe, this report gives you the facts and insight needed to prepare for switch. The report looks ahead to potential switch areas of the future, shining a light on prospects within migraine, arthritis, cold & flu, antacids, antifungals, contraception, erectile dysfunction, cholesterol reduction and more.

Priority Order Form for Rx-to-OTC Switch

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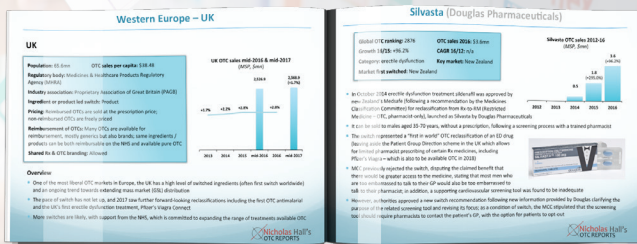
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Rx-to-OTC Switch: Success Strategies & Opportunities

- 17 major markets covered from across the globe
- Invaluable insight from Switch expert Joseph McGovern along with Nicholas Hall's industry expertise and sales data
- Over 30 brand case studies profiled
- Future trends examined across categories



GET IN TOUCH

Please contact Owen at
owen.hartnett@NicholasHall.com for more
information about this report or visit our
website (<http://bit.ly/Switch17>) where you
can view / download sample pages.

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Nicholas Hall's OTC YearBook 2018

Pre-order Nicholas Hall's bestselling unique reference book which contains comprehensive market data through December 2017 drawn from our **DB6** Global OTC database.

Publish date: April 2018



Upper GI

An in-depth exploration of this category, including antacids, antifatulents, antinauseants, digestive enzymes and liver & bile remedies and includes coverage of 15 major markets from across the globe, with topline sales, brand performances, new developments, launches and A+P campaigns.

Publish date: December 2017



Analgesics

Systemic analgesics, Topical analgesics and Mouth & dental analgesics, plus supplements positioned for pain relief are analysed in this report, including coverage of 16 major markets globally, with topline sales, new developments, launches and A+P campaigns.

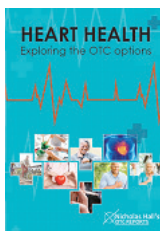
Publish date: October 2017



Cold & Flu

An in-depth exploration of the OTC Cold & Flu market, including Systemic cold & flu, Topical decongestants and Chest rubs & inhalants, plus VMS brands positioned for immunity.

Publish date: August 2017



Heart Health

More people die annually from cardiovascular diseases than from any other cause. This report takes an in-depth look at the self-care options, giving insight into the latest trends with detailed market analysis.

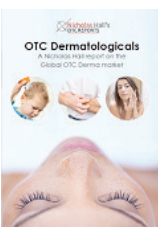
Publish date: June 2017



Healthy Ageing

With the population structure shifting to a new dynamic and the proportion of those aged over 50 steadily increasing, it's essential that OTC marketers cater to the specific health needs associated with older age.

Publish date: February 2017



OTC Dermatologicals

Covering categories as diverse as acne remedies, antifungals, wound care, cold sore treatments, eczema, lip care and hair loss, this essential report covers OTC Derma across 15 major markets.

Publish date: November 2016



Eye Health

Eye Health is a market driven by innovation, environmental factors, an ageing population and changing lifestyles, making it a fascinating topic for this new report, covering 14 leading markets.

Publish date: September 2016



Vitamins, Minerals & Supplements

Dedicated to the largest consumer healthcare category, this report breaks down the global VMS market into detailed country profiles, with analysis of regulatory changes and their implications.

Publish date: July 2016

Get in touch!

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