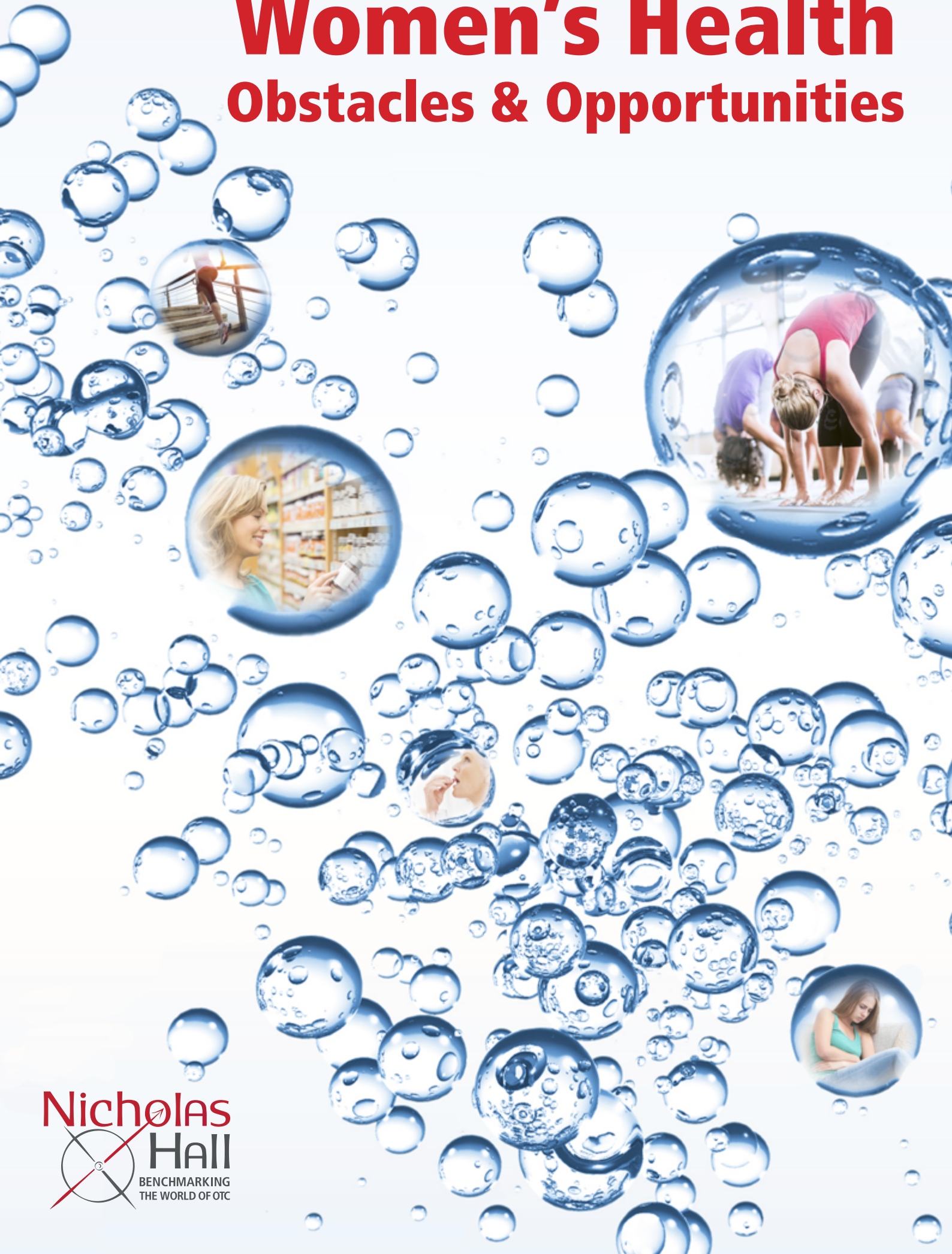


Women's Health Obstacles & Opportunities



Women's Health Obstacles & Opportunities

Built on the back of over 35 years' experience in the OTC industry, Nicholas Hall updates its successful *Women's Health* report, taking a new look at this key consumer group. While women are often stereotyped as proactive health-seekers, in truth the OTC women's health category has significant areas of untapped potential. Undertreating is a key concern, with many common conditions such as overactive bladder and menopausal symptoms simply endured rather than addressed. OTC marketers need to engage more effectively with women and convey the message that efficacious OTC options are available.

Women's Health: Obstacles & Opportunities investigates the problems and possibilities present in this category. It analyses the current market for a range of OTC options, considering products positioned for gender-specific concerns as well as more general ailments that disproportionately affect women. Featuring OTC sales data from *DB6*, Nicholas Hall's Global OTC Database, the report profiles key areas including intimate & sexual health, age-related concerns and pregnancy & motherhood. It also examines the numerous opportunities within women's health, considering established areas and potential new developments, such as the ongoing discussions in relation to OTC availability of daily oral contraception in Western markets.

Many OTC marketers recognise women's health as a gateway to growth, but untapped OTC opportunities abound. Discover the key to unlocking the market's potential – and sidestepping the obstacles – in this comprehensive report.



Nicholas Hall, Chairman & CEO,
Nicholas Hall Group of Companies



CHAPTER SUMMARIES

Prevalent Female Concerns

- IBS remedies • Migraine • Laxatives • Weight management • Health maintenance

Cosmetic Concerns

- Acne remedies • Beauty supplements

Intimate & Sexual Health

- Urinary Tract Infection • Vaginal Yeast Infection
 - Feminine Intimate Care
- Sexually Transmitted Diseases • Contraception

Pregnancy & Motherhood

- Family planning • Pregnancy

Menstruation

- Period pain • PMS

Age-related Concerns

- Menopause • Joint health • Osteoporosis • Overactive bladder • Brain health

KEY FEATURES

OTC sales to mid-2014 from Nicholas Hall's Global OTC Database *DB6*, where available, plus historic data back to 2009

Overviews of latest studies relevant to women's health

Each category supported with key brand profiles

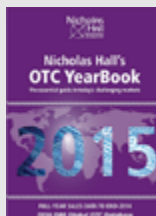
KEY QUESTIONS ADDRESSED

- Are marketers effectively targeting women?
- Will switch drive developments in women's health?
 - Are there untapped areas of opportunity?
- Which brands have got the strategy right and what can be learnt?
- What are the major trends & developments driving sales in individual women's healthcare categories?

Nicholas Hall & Company offers the world's most complete OTC marketing & business solutions

Dedicated to benchmarking consumer healthcare markets and providing business solutions, we are specialists in OTC, with an international network of contacts, offering data & analysis, strategic advice and competitive intelligence on a global, regional or local basis.

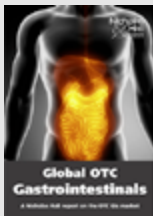
Other Nicholas Hall Reports:



Nicholas Hall's OTC YearBook 2015

Nicholas Hall's best-selling unique reference book contains comprehensive market data through December 2014 from our global OTC sales database **DB6**, covering every major industry development.

Publishing in April 2015



Global OTC Gastrointestinals

Shining a spotlight on the global GIs market, this publication provides detailed reporting and vital insight into individual categories and brands, based on sales to mid-2014 from Nicholas Hall's Global OTC Database **DB6**.

Publishing in February 2014



Lifestyle OTCs

This report looks at the current market situation, taking in regulatory developments, marketers & brand activity, launches and A+P campaigns. It shows how emerging lifestyle trends impact core OTC categories such as pain, cough & cold, GIs and VMS.

Published in December 2014



Successful OTC Brands series

Our Successful OTC Brands series offers case studies into the most successful brands from across the OTC industry. The two reports offer analysis on how A+P support (including social media), product innovation and positioning helped these brands achieve success.

Published in October 2014



Global OTC Dermatologicals

This essential guide to the global derma market breaks down categories country by country, supported with brand cases studies and full-year 2013 sales data from Nicholas Hall's Global OTC Database **DB6**.

Published in September 2014



Men's Health: An Untapped OTC Market

This report investigates the options available to OTC marketers, considering men's health in context, the current OTC areas of particular relevance to men and how switch can expand the men's OTC market.

Published in July 2014



OTC Marketers of the Moment

This report examines some of the biggest and most promising players in the OTC market today. In-depth profiles feature facts, data and analysis, giving readers a full picture of where the companies stand and where they are headed.

Published in May 2014

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