

# **Women's Health Obstacles & Opportunities**

**(267 pages)**

Definitions & methodology

**Introduction** (2 pages)

**Prevalent Female Concerns** (50 pages)

**Migraine** (12 pages)

Overview (1pp)

Latest studies

Analgesics (6pp)

*Germany leading OTC triptans mid-2014*

OTC triptan developments

Beyond analgesics

Awareness campaigns

Brand profile: Excedrin Migraine (2pp)

*Excedrin Migraine OTC sales 2009-13*

*Excedrin Migraine / Excedrin MigraStop leading OTC markets 2013*

Brand profile: Bio-Electro (1pp)

*Bio-Electro OTC sales 2009-13*

*Bio-Electro leading OTC markets 2013*

Brand profile: Imigran Recovery (1pp)

*Imigran Recovery OTC sales 2009-13*

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**IBS remedies** (12 pages)

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*OTC antispasmodics & IBS remedies sales 2009-13*

*OTC antispasmodics & IBS remedies sales by subregion mid-2014*

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*Western Europe OTC antispasmodics & IBS remedies sales 2009-13*

*Western Europe leading antispasmodics & IBS remedies OTC markets 2013*

*Western Europe leading OTC antispasmodics & IBS remedies 2013*

C&E Europe (1pp)

*C&E Europe OTC antispasmodics & IBS remedies sales 2009-13*

*C&E Europe leading antispasmodics & IBS remedies OTC markets 2013*

*C&E Europe leading OTC antispasmodics & IBS remedies 2013*

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*Latin America leading antispasmodics & IBS remedies OTC markets 2013*

*Latin America leading OTC antispasmodics & IBS remedies 2013*

Asia-Pacific (2pp)

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*Asia-Pacific leading OTC antispasmodics & IBS remedies 2013*

Brand profile: Align (1pp)

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Brand profile: Buscopan (2pp)

*Buscopan OTC sales 2009-13*

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*Global forecast OTC antispasmodics & IBS remedies sales 2018-23*

**Laxatives (14 pages)**

Overview (3pp)

*OTC laxatives sales 2009-13*

*OTC laxatives sales by subregion mid-2014*

Latest studies

The potential danger of misuse of laxatives

North America (2pp)

*North America OTC laxatives sales 2009-13*

*North America leading OTC laxatives markets 2013*

*North America leading OTC laxatives 2013*

Western Europe (2pp)

*Western Europe OTC laxatives sales 2009-13*

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*Western Europe leading OTC laxatives 2013*

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*C&E Europe leading OTC laxatives 2013*

Latin America (2pp)

*Latin America OTC laxatives sales 2009-13*

*Latin America leading OTC laxatives markets 2013*

*Latin America leading OTC laxatives 2013*

Asia-Pacific (2pp)

*Asia-Pacific OTC laxatives sales 2009-13*

*Asia-Pacific leading OTC laxatives markets 2013*

*Asia-Pacific leading OTC laxatives 2013*

Brand profile: Lax-A-Day (1pp)

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*Global forecast OTC laxatives sales 2018-23*

**Weight management (8 pages)**

Overview (2pp)

*OTC obesity treatments sales 2009-13*

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OTC obesity treatments (3pp)

*Global leading OTC obesity treatments 2013*

*Alternative OTC options*

*US market illustrates female focus of weight management*

Brand profile: Alli (2pp)

*Alli OTC sales 2009-13*

*Alli leading OTC markets 2013*

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*Magne B6 OTC sales 2009-13*

**Cosmetic Concerns (30 pages)**

**Acne remedies (11 pages)**

Overview (1pp)

*OTC acne remedies sales 2009-13*

*OTC acne remedies sales by subregion mid-2014*

North America (1pp)

*North America OTC acne remedies sales 2009-13*

*North America leading OTC acne remedies markets 2013*

*North America leading OTC acne remedies 2013*

Western Europe (2pp)

*Western Europe OTC acne remedies sales 2009-13*

*Western Europe leading OTC acne remedies markets 2013*

*Western Europe leading OTC acne remedies 2013*

Asia-Pacific (2pp)

*Asia-Pacific OTC acne remedies sales 2009-13*

*Asia-Pacific leading OTC acne remedies markets 2013*

*Asia-Pacific leading OTC acne remedies 2013*

Latin America (2pp)

*Latin America OTC acne remedies sales 2009-13*

*Latin America leading OTC acne remedies markets 2013*

*Latin America leading OTC acne remedies 2013*

C&E Europe (1pp)

*C&E Europe OTC acne remedies sales 2009-13*

*C&E Europe leading OTC acne remedies markets 2013*  
*C&E Europe leading OTC acne remedies 2013*

Brand profile: Clean & Clear (1pp)  
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Prospects (1pp)  
*Global forecast OTC acne remedies sales 2018-23*

**Beauty supplements (18 pages)**

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C&E Europe (2pp)  
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*Russia leading OTC hair & beauty supplements mid-2014*  
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Latin America (2pp)  
*Latin America OTC hair & beauty supplements sales 2009-13*  
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Asia-Pacific (3pp)  
*Asia-Pacific OTC hair & beauty supplements sales 2009-13*  
*Asia-Pacific leading OTC hair & beauty supplements markets 2013*  
*China leading OTC hair & beauty supplements mid-2014*  
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*Hair loss treatments for women (1pp)*

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*Innéov OTC sales 2009-13*

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*Oenobiol OTC sales 2009-13*

Brand profile: Priorin (1pp)  
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Prospects (1pp)  
*Global forecast OTC hair & beauty supplements sales 2018-23*

## **Intimate & Sexual Health** (88 pages)

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*OTC UTI remedies sales 2009-13*

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*Western Europe OTC UTI remedies sales 2009-13*

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*Germany leading OTC UTI remedies 2013*

*France leading OTC UTI remedies 2013*

*Italy leading OTC UTI remedies 2013*

#### Asia-Pacific (2pp)

*Asia-Pacific OTC UTI remedies sales 2009-13*

*Asia-Pacific leading OTC UTI remedies markets 2013*

*China leading OTC UTI remedies 2013*

New Zealand sees landmark switch

#### North America (2pp)

*North America OTC UTI remedies sales 2009-13*

*North America leading OTC UTI remedies markets 2013*

*US leading OTC UTI remedies 2013*

Urine tests gain prominence in the US

#### C&E Europe (3pp)

*C&E Europe OTC UTI remedies sales 2009-13*

*C&E Europe leading OTC UTI remedies markets 2013*

*Russia leading OTC UTI remedies 2013*

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#### Brand profile: AZO (1pp)

*AZO OTC sales 2009-13*

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*Global forecast OTC UTI remedies sales 2018-23*

### **Vaginal yeast infections** (20 pages)

#### Overview (2pp)

*OTC VYI treatments sales 2009-13*

*OTC VYI treatments sales by subregion mid-2014*

Latest studies

#### Asia-Pacific (3pp)

*Asia-Pacific OTC VYI antifungals sales 2009-13*

*Asia-Pacific leading OTC VYI antifungals markets 2013*

*China leading OTC VYI antifungals mid-2014*

*Japan leading OTC VYI antifungals mid-2014*

Switch developments in Japan

Western Europe (3pp)

*Western Europe OTC VYI antifungals sales 2009-13*  
*Western Europe leading OTC VYI antifungals markets 2013*  
*UK leading OTC VYI antifungals mid-2014*  
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North America (3pp)

*North America OTC VYI antifungals sales 2009-13*  
*North America leading OTC VYI antifungals markets 2013*  
*US leading OTC VYI antifungals mid-2014*  
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Latin America (2pp)

*Latin America OTC VYI antifungals sales 2009-13*  
*Latin America leading OTC VYI antifungals markets 2013*  
*Mexico leading OTC VYI antifungals mid-2014*  
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C&E Europe (2pp)

*C&E Europe OTC VYI antifungals sales 2009-13*  
*C&E Europe leading OTC VYI antifungals markets 2013*  
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Brand profile: Canesten (2pp)

*Canesten OTC sales 2009-13*  
*Canesten leading OTC markets 2013*

Brand profile: Monistat (2pp)

*Monistat OTC sales 2009-13*  
*Monistat leading US OTC VYI antifungal presentations mid-2014*

Prospects (1pp)

*Global forecast OTC VYI antifungals sales 2018-23*

**Feminine intimate care (18 pages)**

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*OTC feminine intimate care sales 2009-13*  
*OTC feminine intimate care sales by subregion mid-2014*  
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*Asia-Pacific OTC feminine intimate care sales 2009-13*  
*Asia-Pacific leading OTC feminine intimate care markets 2013*  
*China leading OTC feminine intimate care brands mid-2014*

Western Europe (3pp)

*Western Europe OTC feminine intimate care sales 2009-13*  
*Western Europe leading OTC feminine intimate care markets 2013*  
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*Latin America OTC feminine intimate care sales 2009-13*  
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*Brazil leading OTC feminine intimate care brands mid-2014*  
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C&E Europe (2pp)

*C&E Europe OTC feminine intimate care sales 2009-13*  
*C&E Europe leading OTC feminine intimate care markets 2013*  
*Russia leading OTC feminine intimate care brands mid-2014*  
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Brand profile: Lactacyd (3pp)

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*Summer's Eve OTC sales 2009-13*

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*Global forecast OTC feminine intimate care sales 2018-23*

**Sexually transmitted diseases (10 pages)**

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**Contraception (20 pages)**

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*OTC emergency hormonal contraception sales 2009-13*  
*emergency hormonal contraception sales by subregion mid-2014*  
Latest studies  
Key issues

Asia-Pacific (5pp)

EHC  
*Asia-Pacific OTC emergency hormonal contraception sales 2009-13*  
*Asia-Pacific leading OTC emergency hormonal contraception markets 2013*  
*China leading OTC emergency hormonal contraception brands mid-2014*

*India leading OTC emergency hormonal contraception brands mid-2014*  
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Switch under evaluation across the region

North America (4pp)  
EHC

*North America OTC emergency hormonal contraception sales 2009-13*  
*North America leading OTC emergency hormonal contraception markets 2013*  
*Spain leading OTC emergency hormonal contraception brands mid-2014*  
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Daily oral contraception  
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Western Europe (3pp)  
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*Western Europe OTC emergency hormonal contraception sales 2009-13*  
*Western Europe leading OTC emergency hormonal contraception markets 2013*  
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Brand profile: ellaOne (1pp)

Brand profile: Yuting (1pp)  
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**Other intimate health issues (3 pages)**

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## **Age-Related Concerns (46 pages)**

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C&E Europe (1pp)  
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Asia-Pacific (2pp)  
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### **Joint health (9 pages)**

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*North America OTC herbal & natural joint health sales 2009-13*

*North America leading OTC herbal & natural joint health markets 2013*

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*Western Europe leading OTC herbal & natural joint health markets 2013*

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*C&E Europe OTC herbal & natural joint health sales 2009-13*

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**Osteoporosis (11 pages)**

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*OTC calcium supplements sales 2009-13*

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*Asia-Pacific OTC calcium supplements sales 2009-13*

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*North America OTC calcium supplements sales 2009-13*

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*North America leading OTC calcium supplements 2013*

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### **Overactive bladder (5 pages)**

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### **Brain health (7 pages)**

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Brand profile: Tebonin (1pp)  
*Tebonin OTC sales 2009-13*

Prospects (1pp)  
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### **Looking Forward (2 pages)**

Market to women  
Look for gaps in the market  
Educate consumers

Provide scientific backing  
Segment the market  
Pursue Rx-to-OTC switch