Summary

OTC Pharmaceuticals in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2010-14, and forecast to 2019). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the Scandinavia otc pharmaceuticals market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

- The OTC pharmaceuticals market consists of the retail sale of traditional medicines, cough and cold preparations (tablets, mixtures, lozenges, topical remedies, inhalers), vitamins and minerals (multi-vitamins, single minerals, single vitamins, tonics, cod liver oil), indigestion preparations (tablets, powders, mixtures), analgesics (Paracetamol, Ibuprofen, Aspirin and other analgesics), medicated skin products (anti-bacterial, acne treatments, anti-fungal, disinfectants and other), topical OTC medicines (anesthetic products, anti-itch products, antibiotic creams/gels), plasters and bandages (adhesive bandages/plasters, first aid tape, gauze pads/rolled gauze, liquid bandages and other tape or bandage), first aid kits and other (anti-smoking aids, rectal medications, eye/ear drops, sleeping aids, and motion sickness). The market is valued according to retail selling price (RSP) and includes any applicable taxes. Any currency conversions used in the creation of this report have been calculated using constant 2014 annual average exchange rates.

- The Scandinavian OTC pharmaceuticals market had total revenues of $1.7bn in 2014, representing a compound annual growth rate (CAGR) of 3.2% between 2010 and 2014.

- The analgesics segment was the market's most lucrative in 2014, with total revenues of $316.2m, equivalent to 18.6% of the market's overall value.

- The breakup of the pharmacy monopoly in Sweden in 2009 will have contributed to growth in the largest OTC market in Scandinavia (33.8% in 2014).

Key Findings

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the otc pharmaceuticals market in Scandinavia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the otc pharmaceuticals market in Scandinavia

Leading company profiles reveal details of key otc pharmaceuticals market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia otc pharmaceuticals market with five year forecasts
Macroeconomic indicators provide insight into general trends within the Scandinavia economy.

Reasons To Buy
What was the size of the Scandinavia otc pharmaceuticals market by value in 2014?
What will be the size of the Scandinavia otc pharmaceuticals market in 2019?
What factors are affecting the strength of competition in the Scandinavia otc pharmaceuticals market?
How has the market performed over the last five years?
Who are the top competitors in Scandinavia's otc pharmaceuticals market?

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Companies Mentioned:
Bayer AG; GlaxoSmithKline Plc; Johnson and Johnson; Novartis AG

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