OTC Pharmaceuticals in Scandinavia

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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-bacterials, 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?

Table Of Contents:

TABLE OF CONTENTS
Executive Summary 2
Market value 2
Market value forecast 2
Category segmentation 2
Geography segmentation 2
Market share 2
Market rivalry 2
Market Overview 7
Market definition 7
Market analysis 7
Market Data 8
Market value 8
Market Segmentation 9
Category segmentation 9
Geography segmentation 10
Market share 11
Market distribution 12
Market Outlook 13
Market value forecast 13
Five Forces Analysis 14
Summary 14
Buyer power 15
Supplier power 16
New entrants 17
Threat of substitutes 18
Degree of rivalry 19
Leading Companies 20
Bayer AG 20
GlaxoSmithKline Plc 24
Johnson and Johnson 28
Novartis AG 32
Methodology 36
Industry associations 37
Related MarketLine research 37
Appendix 38
About MarketLine 38

LIST OF TABLES
Table 1: Scandinavia OTC pharmaceuticals market value: $ million, 2010-14 8
Table 2: Scandinavia OTC pharmaceuticals market category segmentation: $ million, 2014 9
Table 3: Scandinavia OTC pharmaceuticals market geography segmentation: $ million, 2014 10
Table 4: Scandinavia OTC pharmaceuticals market share: % share, by value, 2014 11
Table 5: Scandinavia OTC pharmaceuticals market distribution: % share, by value, 2014 12
Table 6: Scandinavia OTC pharmaceuticals market value forecast: $ million, 2014-19 13
Table 7: Bayer AG: key facts 20
Table 8: Bayer AG: key financials ($) 21
Table 9: Bayer AG: key financials (€) 22
Table 10: Bayer AG: key financial ratios 22
Table 11: GlaxoSmithKline Plc: key facts 24
Table 12: GlaxoSmithKline Plc: key financials ($) 25
Table 13: GlaxoSmithKline Plc: key financials (£) 26
Table 14: GlaxoSmithKline Plc: key financial ratios 26
Table 15: Johnson and Johnson: key facts 28
Table 16: Johnson and Johnson: key financials ($) 29
Table 17: Johnson and Johnson: key financial ratios 30
Table 18: Novartis AG: key facts 32
Table 19: Novartis AG: key financials ($) 33
Table 20: Novartis AG: key financial ratios 34

LIST OF FIGURES
Figure 1: Scandinavia OTC pharmaceuticals market value: $ million, 2010-14 8
Figure 2: Scandinavia OTC pharmaceuticals market category segmentation: % share, by value, 2014 9
Figure 3: Scandinavia OTC pharmaceuticals market geography segmentation: % share, by value, 2014 10
Figure 4: Scandinavia OTC pharmaceuticals market share: % share, by value, 2014 11
Figure 5: Scandinavia OTC pharmaceuticals market distribution: % share, by value, 2014 12
Figure 6: Scandinavia OTC pharmaceuticals market value forecast: $ million, 2014-19
Figure 7: Forces driving competition in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 8: Drivers of buyer power in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 9: Drivers of supplier power in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 10: Factors influencing the likelihood of new entrants in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 11: Factors influencing the threat of substitutes in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 12: Drivers of degree of rivalry in the OTC pharmaceuticals market in Scandinavia, 2014
Figure 13: Bayer AG: revenues and profitability
Figure 14: Bayer AG: assets and liabilities
Figure 15: GlaxoSmithKline Plc: revenues and profitability
Figure 16: GlaxoSmithKline Plc: assets and liabilities
Figure 17: Johnson and Johnson: revenues and profitability
Figure 18: Johnson and Johnson: assets and liabilities
Figure 19: Novartis AG: revenues and profitability

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

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