

# Nonprescription Drugs USA 2008

**Published Continually Since 1977**

**To Be Published 2nd Quarter 2009**

**Base Year: 2008**

A comprehensive analysis of the U.S. nonprescription drugs industry, focusing on key trends, developments, challenges, business opportunities, and new product activity, and offers insights and information on the following:

- Industry trends
- Market shares
- Market size
- Brand sales and share
- Company sales and share
- New product activity
- Retail distribution
- Advertising expenditures
- Five-year historical sales
- Five-year sales forecasts

## Report Scope

*Nonprescription Drugs USA* is an extensive industry resource used widely by marketing executives and other industry participants for competitive analysis, market investigation for new products, acquisition screening, and business planning.

For more than 40 years, the study has proven to be the most authoritative and comprehensive annual source of information on the nonprescription drug industry. It contains industry trends and market size data for 36 product categories. In addition, market share and brand sales information are reported. The study also profiles 15 leading major companies and approximately 50 minor companies. Included in the report is an analysis of media spending, retail distribution, and private-label activity.

## Key Benefits

Subscribers to *Nonprescription Drugs USA* are afforded the following benefits:

- Access to the most comprehensive and authoritative independent source of information and insights on the U.S. nonprescription drugs industry
- Access to accurate sales data through all outlets based on primary research with knowledgeable industry participants
- Invitation to participate in Kline's annual web conference with access to Kline's analysts and an in-depth presentation about market performance and top-line industry trends
- A tool to learn about categories or brands that could be potential new entry/acquisition opportunities
- A source of valuable competitive information and intelligence
- Understand industry trends that may impact your categories and/or brands
- Learn about expected future Rx-to-OTC switches and their expected impacts on existing OTC categories
- Depth of knowledge with historical sales and trend information, as well as five-year sales forecasts
- Assessment of new product activity and ad spending in each category

## Report Contents

### 1. INTRODUCTION

### 2. EXECUTIVE SUMMARY

An executive briefing covering developments in 2008, the impact of key trends and issues in the nonprescription drug business, and their future implications for industry participants.

### 3. INDUSTRY ANALYSIS

A summary of industry developments in 2008 and a five-year forecast.

- The market 2008
- Companies
- Selling and distribution
- Private-label activity
- Promotion
- Outlook to 2013
- Kline's FutureView forecasting scenarios

### 4. THE PRODUCTS

Pertinent information plus insightful analysis of approximately 36 major categories, including category trends and developments; manufacturers' sales for 2007 and 2008, sales and market shares for leading brands, new product activity, sales by retail channel, private-label sales, promotional activity, and outlook to 2013. The product categories that will be covered are shown in Table 1.

### 5. MAJOR COMPANIES

Profiles for 15 major companies, including company activities; sales by product category and major brands in 2007 and 2008; recent developments including acquisitions, divestitures, and new products; corporate overview; and an outlook to 2013. The major companies that will be covered are shown in Table 2.

### 6. MINOR COMPANIES

Brief profiles of approximately 50 smaller marketers of nonprescription drugs, including corporate sales and profits; nonprescription drug sales; recent developments, including acquisitions, divestitures and new product activity, product portfolios, and traceable media expenditures for 2008.

### 7. ADVERTISING

Traceable media expenditures with analysis for brands by product category and by major company.

### 8. MARKET WATCH BULLETIN

Information on new product introductions, acquisitions and divestitures, and company developments for the 2008 calendar year.

**Table 1**  
Product Categories to be Covered

#### Allergy, Asthma, and Sinus Products

- Allergy relief products
- Asthma medications
- Sinus medications

#### Cough and Cold Preparations

- Cold medications
- Cough drops and lozenges
- Cough syrups
- Nasal decongestants
- Sore throat remedies
- Topical vapor products

#### Digestive Products

- Antacids and antigas products
- Antidiarrheal preparations
- Antinausea preparations
- Laxatives

#### Feminine Products

- Contraceptive products
- Feminine deodorants and itching remedies
- Feminine yeast infection remedies
- Personal lubricants

#### Internal Analgesics

- Arthritis pain relievers
- General pain relievers
- Menstrual relief products

#### Nutritional Products

- Herbal products
- Vitamins and minerals

#### Topical Products

- Anti-itch products
- Corn, callus, and wart removers
- Diaper rash products
- Eye care products
- First aid products
- Fungicidal preparations
- Hair regrowth treatments
- Hemorrhoidal preparations
- Oral care products
- Topical analgesics

#### Other Products

- Home diagnostic test kits
- Sleeping aids
- Smoking cessation aids
- Weight loss medications

**Table 2**  
Major Companies to be Covered



## Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts will conduct nearly 200 in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including nonprescription drug manufacturers, retailers, suppliers, and industry associations. This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

Primary research comprises the bulk of the overall research methodology for this report. In addition, this analysis will be supplemented by dedicated, full-time rigorous searches of secondary research drawn from the review of company materials such as financial filings and press releases, regular searches of trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

## Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 50 years.

Kline's research and consulting services extend across the entire healthcare industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at [sales@klinegroup.com](mailto:sales@klinegroup.com), visit our website at [www.KlineGroup.com](http://www.KlineGroup.com), or contact us at any of our regional offices listed below.

### North America

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+86-21-6876-8600

### India

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### Recently published or in-progress research for the Healthcare Industry includes:

- OTC Innovations USA 1998-2008: Analysis of Factors for Success
- Personal Care: U.S. Competitor Cost Structures
- U.S. Retailers' Perceptions of OTC Drug Marketers
- Rx-to-OTC Switch Strategies USA
- U.S. Consumers' Perceptions of OTC Drugs
- Nonprescription Drugs Canada

# Nonprescription Drugs USA 2008

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The standard subscription includes:

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- Downloadable PDF files of contents via MyKline.com
- 1 hard copy of the report
- Direct access to the project team
- 1 day of consultation time to be used within six months of the publication date

Prices do not include sales tax. (NJ add 7% sales tax.) Ground shipping within the contiguous U.S. is included in the subscription price. Overnight and international shipping are available for an additional fee and will be added to the total amount. This study is available by subscription only. Once the study is launched, you will be invoiced for the full amount, payable within 15 days upon receipt of the invoice.

Standard price	20% off Through Sept. 19, 2008	15% off Sept. 20 through Dec. 19, 2008	10% off Dec. 20, 2008 through Mar. 13, 2009	5% off Mar. 14 through June 19, 2009	Amount (please fill in price)
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