

OTC Innovations USA 1999-2009: Analysis of Factors for Success

Fact Sheet

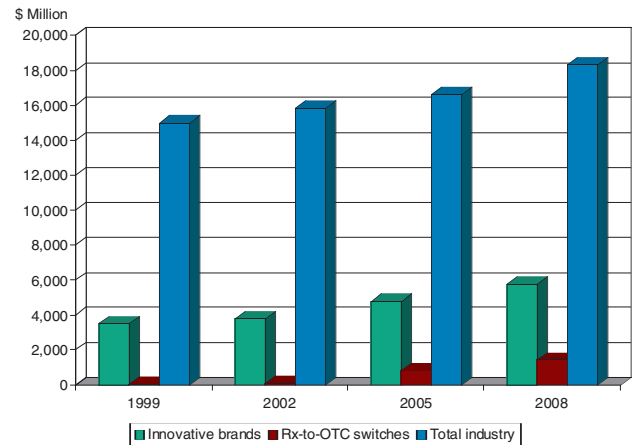
Most Innovative Brands

From 1999-2009, the seven OTC brands that were the most innovative based on their *Innovation Index* scores are Mucinex, Plan B, Claritin, Miralax, Prilosec OTC, Abreva, and Lamisil.



Value of Innovation

Rx-to-OTC switches comprise most of the truly revolutionary new product launches over the past decade. Rx-to-OTC switches add new ingredients, improve claims, create new markets/segments, and bring new users to the OTC market. Eight innovative Rx-to-OTC switches launched over past 10 years including Alli, Lamisil, Claritin, Mucinex, Prilosec OTC, Plan B, Zyrtec, and Miralax, accounting for combined sales of \$1,418 million in 2008, or 7.7% of the total market. Combined sales of these eight switch brands from 1999-2008 are \$5,835 million, posting a 55.3% CAGR. The overall market posted a 2.3% CAGR during the same timeframe.



Most Innovative Companies

Over the past decade, the following companies have been the most innovative either by the number of new product launches or the impacts their brands had on respective categories.



Growth Driven by Innovations

Innovative brands have contributed significantly to industry growth over the past decade with new Rx-to-OTC switches delivering rapid bursts of sales gains.

