Nicholas Hall's OTC YearBook

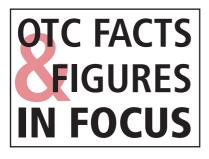
The essential guide in today's challenging markets



FULL-YEAR SALES DATA TO END-2012

FROM **DB6 2013** –





It is increasingly important that OTC marketers can gain instant access to the vital facts & figures to support quick reaction and accurate decision making.

OTC YearBook 2013 gives you the most up-to-date and fully-informed picture of the OTC industry around the world, featuring expert analysis and incorporating full year-end 2012 data from the only dedicated worldwide OTC database, Nicholas Hall's unique and invaluable **DB6 2013**.



- Available in global licence format
- Data to end-2012: validated by the only dedicated OTC worldwide database, DB6 2013
- Nielsen has licensed its entire OTC market data to Nicholas Hall & Company, further strengthening DB6 in a number of important countries and categories.
- **300 pages** of facts, figures & analysis



With extensive knowledge and experience in benchmarking the world of OTC, Nicholas Hall's OTC YearBook 2013 provides a focused set of data and analysis. Find all the facts, all the figures, at your fingertips.

OTC Global Review

Highlighting major developments and global trends in 2012, and forecasting the OTC outlook for the future

Leading OTC Markets Coverage of the top 15 markets includes topline data by category, leading marketers and brands – PLUS a country-by-country review of regulations, switch environment, advertising and distribution.

OTC Category Review

Key developments in individual subcategories, together with category values and growth

Rx-to-OTC Switch Overview of the switch environment in key regions – PLUS profiles of 15 important Rx-to-OTC switches Hot Topics Nicholas and the team analyse the OTC "hot topics" such as the use of social media, Pharmacy Point-of-Care and other growth opportunities.

Mergers & Acquisitions

All the major M&A activity, joint-ventures and alliances since 2008 – PLUS coverage of multiples paid for acquisitions in the OTC industry 2008-2013.

Leading OTC Companies All the vital facts and figures for the top 20 OTC players across the world. Leading 250 OTC marketers by sales with CAGR

Leading OTC Brands

The leading 250 OTC brands by sales – PLUS bullet-point profiles of the top 25 brands

Global Retailing

Comprehensive overview of the fast-changing global retailing environment, including the expanding mass market, falling prices and margins and exponential growth of private labels – PLUS major retailer profiles

New Technology Overview of latest activity in technology, delivery formats and NPD

Essential Reference Tables

Information on the legal status of ingredients, company ownership, brands & marketers and OTC manufacturers' associations – PLUS an OTC glossary

OTC Regional Review 8 major regions come under the spotlight, with the focus on key markets, trends and developments. Founded in 1978, Nicholas Hall & Company offers the world's most complete OTC marketing & business solutions today. We are OTC specialists dedicated to benchmarking consumer healthcare markets, with an international network of contacts, offering data & analysis, strategic advice, and competitive intelligence on a global, regional or local basis.

Nicholas Hall's OTC YearBook 2013 includes full-year sales data to end-2012 from *DB6 2013*.

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<i>DB6</i> data compiles from a range of sources in order to provide the most complete coverage of the global OTC market			What DB6 holds
Manufacturer Interviews	Published Data (eg: annual reports, trade journals)	Industry Validations	Detailed coverage of over 60 countries, representing 97% of the global OTC market
Local Experise from Nicholas Hall's Network Partners	Audit Data including: Nielsen Partnership	Nicholas Hall's OTC Expertise	2,000 brands and 8,000 companies, nearly 20,000 records and 120,000 pieces of data

To find out more about NIcholas Hall & Company and its services, please visit our website or contact our team.

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