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# Nicholas Hall's OTC YearBook

The essential guide in today's challenging markets

# 2013

FULL-YEAR SALES DATA TO END-2012  
FROM *DB6 2013* ↗



Nicholas  
Hall

Benchmarking the world of OTC

# OTC FACTS & FIGURES IN FOCUS

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**.

Nicholas Hall's  
 **DB6 2013**  
GLOBAL OTC DATABASE

- 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**.



**Nicholas Hall's**  
**DB6 2013**  
GLOBAL OTC DATABASE



nielsen

**DB6 data compiles from a range of sources in order to provide the most complete coverage of the global OTC market**

Manufacturer Interviews	Published Data (eg: annual reports, trade journals)	Industry Validations
Local Expertise from Nicholas Hall's Network Partners	Audit Data including: Nielsen Partnership	Nicholas Hall's OTC Expertise

**What DB6 holds**



Detailed coverage of over **60** countries, representing **97%** of the global OTC market

**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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