

# OTC in the Nordic Markets:

A guide to the OTC markets of

Denmark, Finland, Norway and Sweden



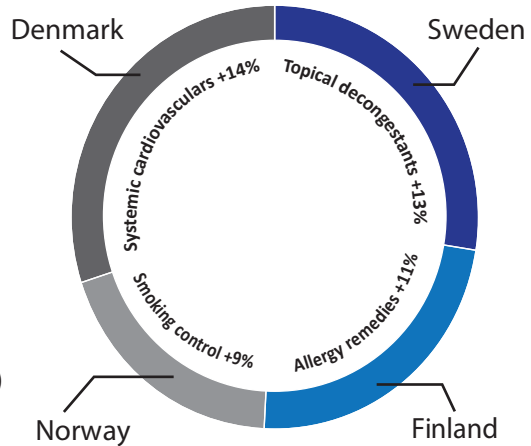
# OTC IN THE NORDIC MARKETS

## A guide to the OTC markets of Denmark, Finland, Norway and Sweden

OTC growth in the larger markets of Western Europe has proved disappointing in recent years, with an overall sales drop in 2012. Specifically, the Big 5 are struggling: sales in France continue their decline, dropping by 6% in 2012, while the once vibrant Spain also experienced a downturn in fortunes, with sales down 2%. With such lacklustre performances, OTC marketers may need to expand their presence in the region, looking to smaller but more dynamic markets.

Outstripping the Big 5 markets of Western Europe in terms of growth, the Nordic countries of [Denmark](#), [Finland](#), [Norway](#) and [Sweden](#) represent an attractive opportunity. All posted year-on-year positive growth since 2008, with particular areas of dynamism (CAGR 2008-12) including:

- Topical decongestants in Sweden (+13%)
- Allergy remedies in Finland (+11%)
- Smoking control in Norway (+9%)
- Systemic cardiovasculars in Denmark (+14%)



Nicholas Hall's forthcoming report [OTC in the Nordic Markets: A guide to the OTC markets of Denmark, Finland, Norway and Sweden](#) will provide a comprehensive overview of the region on a country-by-country basis. In addition to in-depth analysis of the OTC market, the report will:

- investigate the changing retail landscape
- profile the big name marketers active in the region (as well as dynamic local players, including Meda and Orion)
- highlight M&A opportunities

Every profile will be backed by the latest data from [DB6, Nicholas Hall's Global OTC Database](#), from category topline right down to brand level.

### 4 key countries profiled:

- Denmark • Finland • Norway • Sweden



### Each profile will feature:

- Regional context
- Key OTC market facts
- Regulatory environment
- Distribution overview
- Leading marketer profiles
- OTC category analysis:
  - Analgesics • CCA • Derma
  - GIs • VMS • Lifestyle OTCs

