

## **CHAPTER ONE: EXECUTIVE SUMMARY**

- Scope and Methodology
- Size and Growth of the Market
- Issues and Trends Affecting the Rx-to-OTC Switches Market
- Leading Competitors

## **CHAPTER TWO: INTRODUCTION**

- Overview of the Over-the-Counter Market
- Development of the Rx-to-OTC Drug Market
- Rx-to-OTC Industry
- Economic Indicators
- The FDA and Rx-to-OTC Switches

## **CHAPTER THREE: ALLERGY, COUGH, COLD, AND SINUS PRODUCTS**

- Overview
- Antihistamines
- Decongestants
- Cough Preparations
- Mast Cell Stabilizers
- Ophthalmic Preparations
- Description of Conditions
- Allergic Rhinitis
- Common Cold
- Sinusitis
- Hives
- Ocular Allergies
- Product Analysis
- Switched Products
- Antihistamines
- Decongestants
- Cough Preparations
- Mast Cell Stabilizers
- Ophthalmic Preparations
- Prescription Products with Anticipated OTC Approvals
- Xyzal
- Clarinex
- Astelin Nasal Spray
- Atrovent Nasal Spray
- Flonase
- Nasacort AQ
- Rhinocort
- Nasonex
- Beconase AQ
- Market Analysis
- Market Size and Forecast
- Competitive Analysis

## **CHAPTER FOUR: ANALGESICS AND OTHER PAIN RELIEVERS**

- Overview
- Analgesics
- Nonsteroidal Anti-inflammatory Drugs
- Topical Pain Relievers and Other Similar Products
- Description of Conditions
- Pain
- Inflammation
- Product Analysis
- Switched Ingredients
- Antipruritic
- Internal analgesic/antipyretic
- Oral anesthetic
- Prescription Products with Anticipated OTC Approvals
- Nonsteroidal anti-inflammatory drugs
- Voltaren (diclofenac)
- Diflunisal
- Etodolac
- Nabumetone
- Feldene (piroxicam)
- Migraine treatments
- Axert
- Imitrex
- Maxalt
- Zomig
- Other Migraine Treatments
- Market Analysis
- Market Size and Forecast
- Competitive Analysis

## **CHAPTER FIVE: ANTI-INFECTIVES**

- Overview
- Antibiotics
- Antifungals
- Antivirals
- Antiparasitics
- Description of Conditions
- Vaginal Infections
- Athlete's Foot
- Jock Itch
- Ringworm
- Dandruff
- Scabies and Pediculosis
- Pinworm
- Fungal Nail Infections

Product Analysis  
Switched Ingredients  
Antifungals  
Anthelmintics  
Antimicrobials  
Pediculicides  
Prescription Products with Anticipated OTC Approvals  
Antivirals  
Zovirax  
Valtrex  
Denavir  
Famvir  
Influenza Antivirals  
Antibiotics  
Antifungals  
Market Analysis  
Market Size and Forecast  
Competitive Analysis

## **CHAPTER SIX: GASTROINTESTINAL DRUGS**

Overview  
Description of Conditions  
Nausea  
Diarrhea  
Constipation  
Heartburn  
Acid reflux  
Product Analysis  
Switched Ingredients  
Histamine H2 Inhibitors  
Proton Pump Inhibitors  
Antidiarrheals  
Laxatives  
Antiemetics  
Prescription Products with Anticipated OTC Approvals  
Proton Pump Inhibitors  
Nexium  
Protonix  
Aciphex  
Mucosal Protectants  
Antiemetics  
Market and Competitive Analysis  
Market Size and Forecast  
Competitive Analysis

## **CHAPTER SEVEN: SMOKING CESSATION PRODUCTS**

Overview  
Description of Conditions  
Lung Cancer and Tobacco Use  
Product Analysis  
Switched Ingredients  
Prescription Products with Anticipated OTC Approvals  
Nicotrol  
Chantix  
Market Analysis  
Market Size and Forecast  
Competitive Analysis

## **CHAPTER EIGHT: OTHER DRUG CLASSIFICATIONS**

Overview  
Contraceptives  
Dental Rinses and Fluorides  
Hair Growth Products  
Rectal Ointments  
Sleep Aids  
Weight Management  
Description of Conditions  
Pregnancy  
Global Birth Rates  
Abortion Rates  
Contraceptive Use  
Dental carries  
Hereditary Hair Loss  
Hemorrhoids  
Sleeplessness  
Obesity  
Conditions with Possible Future OTC Treatments  
Acne Vulgaris  
Benign Prostate Hypertrophy (BPH)  
Elevated Cholesterol  
Erectile Dysfunction  
Menopause and Hormone Replacement  
Menorrhagia  
Osteoporosis  
Urinary Incontinence/Overactive Bladder  
Product Analysis  
Switched Ingredients  
Contraceptives  
Dental rinses and fluoride  
Hair growth  
Rectal ointments  
Sleep aids

Weight Management  
Prescription Products with Anticipated OTC Approvals  
Acne Treatments  
Cholesterol-reducing Drugs (antilipidemics)  
Blood Products  
BPH  
Erectile Dysfunction  
Hair Loss Treatment  
Hormone-Replacement Therapies (HRT)  
Osteoporosis Treatments  
Overactive Bladder  
Sleep Aids  
Market Analysis  
Current Market Segments  
Short-Term New Product Segment Development; 2013-2017  
Product segments with short-term potential include:  
Antilipidemics  
BPH Treatments  
Hormone Replacement Therapy and Osteoporosis Treatments  
Overactive Bladder Treatments  
New Product Segments; Post 2017  
Sexual Dysfunction  
Competitive Analysis

## **CHAPTER NINE: TOTAL MARKET SUMMARY**

Overview  
Total market Size and Forecast  
Competitive Analysis

## **CHAPTER TEN: ISSUES AND TRENDS AFFECTING THE RX-TO-OTC MARKET**

Introduction  
Regulatory Authorities  
Additional Drug Access  
Using Technology or Pharmacies for Nonprescription Drug Access  
Physicians and Increasing Nonprescription Drug Access  
Impact on the Consumer  
Online Resources for Health Information  
OTC Availability  
Insurance Issues and Reimbursement for OTC Drugs  
Health Insurance Trends in the United States  
Healthcare Flexible Spending Accounts, Health Savings Accounts and OTC Medicines  
Changing the Pharmacist's Role  
Impact on the Prescription Drug Manufacturer  
Strategies for Continued Product Growth  
Mergers and Acquisitions  
Procter & Gamble and Teva Pharmaceutical Industries

Sanofi and Chattem Consumer  
Schering-Plough and Merck & Co  
Wyeth and Pfizer  
Reckitt Benckiser and Adams Respiratory Therapeutics  
Bristol-Myers Squibb and Novartis AG  
Johnson & Johnson and Pfizer  
Reckitt Benckiser and Boots Healthcare  
Bayer and Roche  
Strategies in Switching  
Dual Status Switching  
Generic Competition  
Direct-to-Consumer Advertising  
Patent Expiration  
International Trends in Rx-to-OTC Switches  
Consumers around the World  
Streamlined Access to OTC Drug Products in Canada  
Prescription vs Over-the-Counter Industry  
World Health, Demographics and Life Expectancy  
Life Expectancy  
Birth Rates

## **CHAPTER ELEVEN: COMPANY PROFILES**

Introduction  
Bayer Healthcare  
Boehringer Ingelheim  
GlaxoSmithKline  
Insight Pharmaceuticals  
Johnson & Johnson  
Merck & Co  
Novartis  
Pfizer  
Prestige Brands  
Procter & Gamble  
Reckitt Benckiser  
Sanofi/Chattem  
TEVA

## **APPENDIX: COMPANY DIRECTORY**