



Nicholas Hall's OTC YearBook 2016

The essential guide in today's challenging markets

FULL-YEAR SALES DATA TO END-2015
FROM **DB6** Global OTC Database

OTC FACTS & FIGURES IN FOCUS

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

OTC YearBook 2016 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 2015 data from the only dedicated worldwide OTC database, Nicholas Hall's unique and invaluable **DB6** Global OTC Database.



OTC YearBook is used by top OTC, pharma and consumer health companies, investment banks and consultants around the world.

Depending on your requirements, the report is available in various licences (Country or Global) or as individual print copies.

Please refer to the order form for more details.

Data to end-2015, validated by the only dedicated OTC worldwide database, **DB6**

Nielsen licenses its entire OTC market data to Nicholas Hall Group of Companies, 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 2016* 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 2015, and forecasting the OTC outlook for the future

OTC Regional Review

8 major regions come under the spotlight, with the focus on key markets, trends and developments

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

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 2011-15

Mergers & Acquisitions

All the major M&A activity, joint-ventures and alliances since 2011 – PLUS coverage of multiples paid for acquisitions in the OTC industry 2011-2016

Leading OTC Brands

The leading 250 OTC brands by sales – PLUS concise profiles of the Top 25 brands

Hot Topics

Nicholas and the team analyse the current topics affecting OTC such as medical devices, social media and other growth opportunities

Rx-to-OTC Switch

Overview of the switch environment in key regions – PLUS profiles of key historic Rx-to-OTC switches

New Technology

Overview of latest activity in technology, delivery formats and NPD

Global Retailing

Comprehensive overview of the fast-changing global retailing environment - PLUS major retailer profiles

Essential Reference Tables

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

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Discover More with Nicholas Hall's OTC DASHBOARD

SAVE TIME

Dubbed an "OTC Companion", the platform has been built with the on-the-go user in mind.

A comprehensive OTC Market Stats section (powered by Nicholas Hall's **DB6** Global OTC database) provides topline market, company, category and brand MAT data alongside easy-to-read graphics each quarter. Supporting trends and analysis go far beyond this raw data, offering you a complete performance snapshot.

WORK SMARTER

A variety of tools are at your disposal to track the global OTC market in different ways.

Updated quarterly, the 62 Country Fast Guides help you stay abreast of key distribution and regulatory developments.

OTC DASHBOARD also lets you plan ahead with strategic 1, 2, 5 & 10 year sales forecasts alongside CAGR; adjusted quarterly to give you the most informed indication of the market's biggest risers and fallers.

KEEP CONNECTED

OTC DASHBOARD excels at delivering frequently-updated content, beginning with daily news reporting. This level of service is unmatched by other, less frequent formats.

Enhance your presentations with topical infographics, watch the latest ad campaigns, quickly digest news stories via the customisable live feed and receive exclusive editorial content with our weekly Market Briefing.



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otcdashboard@NicholasHall.com
www.otcdashboard.com

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Nicholas Hall Europe Ltd
35 Alexandra Street,
Southend-on-Sea, Essex,
SS1 1BW, UK
T: +44 (0)1702 220 200

Nicholas Hall & Company
Asia-Pacific Pte Ltd
Singapore Land Tower, 37th
Floor, 50 Raffles Place,
Singapore, 048623
T: +65 68297131/2

