



The Brazil, Russia, India & China Over-the-Counter Pharmaceuticals Market to 2025 ****SAMPLE****

Pharmaceutical, commercial and strategic developments in the Brazil, Russia, India & China Over-the-Counter Drugs Market to 2025



The Brazil, Russia India & China Over-the-Counter Pharmaceutical Market to 2025

Pharmaceutical, healthcare, commercial and strategic developments in the BRIC OTC
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SAMPLE

Through reading this report, you will gain the following knowledge:

- Acquire analysis of the state of the BRIC OTC pharma market in 2016 and a market forecast for the period to 2025. Market forecasts are provided for the global OTC, by key therapeutic categories
- Identify which companies are operating in the BRIC OTC market, their current products, market shares, business strategy, innovations and recent developments.
- Acquire market forecasts for the BRIC markets in the OTC pharma market and ascertain how each market will develop over the forecast period of 2014-2025.
- Read our interviews with three key global authorities in the BRIC OTC pharma market.

5 -SWOT Analysis of the BRIC OTC Market to 2025

5.1 SWOT Analysis

The SWOT analysis of the BRIC OTC market gives strategic insights into the major factors that have contributed to the growth of the market, while highlighting the weaknesses and threats that can negatively impact growth.

Table 5.1 SWOT Analysis of BRIC OTC Pharmaceuticals

Strengths	Weaknesses
<p>Regulators are encouraging OTC approvals Strong potential for OTC portfolio Economic Advantages Growing consumer awareness and self-medication Increased purchasing power in the emerging markets</p>	<p>High focus on prescription and generic drugs OTC products are vulnerable to price fluctuations Inadequate Investment in infrastructure Lack of proper health insurance system in BRIC Income disparity Distribution network</p>
Opportunities	Threats
<p>Increase in Number of Self-Administering Patients Opportunities in social media and online marketing High growth in emerging BRICs markets Demographic changes Growing health problems such as smoking and obese population Improving the healthcare system</p>	<p>Resistance to OTC switching Competition from private label brands reducing profits Regulatory concerns</p>

5.1.2.6 Distribution network

The OTC sector in the emerging BRIC markets has significant growth potential, however faces significant weakness as its distribution network is inefficient, mostly inflexible and highly fragmented. The emerging markets are characterised by the presence of many local manufacturers with multinational manufacturing companies dominating the market. The presence of OTC products in the market has to be supported by the distribution capabilities, infrastructure, manufacturing and supply chain skills. It's hard to gain penetration in the remote areas of emerging economies.

- The distribution system in **China** is quite complex with a large number of distribution companies operating on the same level. Many local businesses establish their distribution network and get involved in direct selling activities. MNC's are also restricted by strong regional government.
- In **India**, the scenario is almost similar to China, as multinationals face complexity and fragmentation in the distribution chain at every level. The distribution network involves Clearing and Forwarding Agents (CFAs), stockists and then more than 0.8m pharmacies in addition to healthcare organisations.
- In **Russia**, there is a cluster of small national and regional drug wholesalers. The national wholesalers are more efficient and capitalised.
- In **Brazil**, the distribution system resembles that of developed countries. Brazil has five major pharmacy/store chains with 300 wholesalers in addition to a few other players. The five pharmacy chains comprise 49% of the market. The supply demand and supply chain are highly influenced by mergers and acquisitions.

Table 5.1.2.6 BRIC Distribution Channels, 2015

Country	Pharmacy Stores	Hospitals
Brazil	70,000	7,800
Russia	65,000	6,300
India	800,000	20,000
China	362,000	23,170
Total	1,297,000	57,270

GMR Data 2017