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OTC Medications - US (2023)

OTC Medications - US by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2023.

This market covers analgesics, cough/cold/flu, gastro-intestinal, dermatological remedies and vitamins and minerals. It excludes all other OTC products and those which require prescriptions but includes pharmacy approved. Supplements are excluded unless they are combined with vitamins/medicines and these form a main selling point; or marketed solely as remedies for specific ailments alongside others included in a segment, and classified as such by the authorities, they may be included. Market size comprises sales through all retail channels including direct to consumer.

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Segmentation of this market

- Analgesics/Antipyretics
- Cough/Colds/Flu
- Dermatological
- Gastrointestinal
- Vitamins & Minerals

Compound annual growth rates

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

Socio-economic data

Included with this snapshot is socio-economic data for US. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

Market Size & Forecast

Market size for OTC Medications - US is given in USD with a minimum of five years' historical data. Market Forecast is provided for five years.

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