ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 11| November 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

REVIEW PAPER ON A SURVEY REPORT ON OVER THE COUNTER PRODUCTS AND IT'S MARKET STATUS

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ABSTRACT

This survey report examines the consumer behaviour, preferences, and perceptions regarding over-the-counter (OTC) products. Conducted across diverse demographic groups, the study aims to understand the factors influencing purchasing decisions, including product awareness, perceived efficacy, safety concerns, and marketing impact. Data was collected through structured questionnaires distributed to 1,000 respondents. The results indicate that convenience and accessibility are primary drivers of OTC product usage. A significant portion of respondents reported reliance on brand recognition and peer recommendations when selecting products. Additionally, the survey highlights a growing trend towards natural and herbal alternatives, reflecting an increasing consumer preference for perceived safety and minimal side effects (1). The report also discusses the impact of digital media on consumer choices, revealing that online reviews and social media influence purchasing behaviours significantly. Furthermore, the findings suggest a disparity in awareness of regulatory information, with many consumers unaware of the potential risks associated with certain OTC products. Overall, the survey underscores the importance of effective communication and education regarding OTC products, as well as the need for manufacturers to adapt to evolving consumer preferences. This report serves as a valuable resource for stakeholders in the pharmaceutical and retail sectors, providing insights into market trends and consumer expectations (2).

KEYWORDS: *(OTC) over the counter, market analysis, User Satisfaction , sales data, product categories.*

INTRODUCTION

Over-the-counter (OTC) products, which include medications, dietary supplements, and personal care items, are widely accessible without a prescription. This market segment plays a crucial role in healthcare, enabling consumers to manage minor health issues independently. OTC products are typically available in pharmacies, supermarkets, and online platforms, contributing to their convenience and increasing market demand. The global OTC market has experienced significant growth, driven by factors such as rising healthcare costs, increasing self-medication trends, and a growing emphasis on preventive healthcare. According to a report by Grand View Research (2022), the global OTC market was valued at approximately USD 150 billion in 2021 and is projected to expand at a compound annual growth rate (CAGR) of around 7% through 2028. Key categories within the OTC market include analgesics, cold and flu medications, gastrointestinal treatments, and vitamins and supplements. The growing aging population, along with a rise in chronic diseases, further fuels demand for these products. Additionally, digital platforms are revolutionizing the way consumers access and purchase OTC products, enhancing market dynamics. In summary, the OTC market is poised for continued growth, driven by evolving consumer behaviours, technological advancements, and an increasing focus on health and wellness(3). OTC medication must be reasonably safe and well tolerated. It must be used to treat condition for which a doctor is not directly supervising. These are legally allowed to be sold by pharmacist without any regulations. Presently more than 300000 different OTC drugs are available worldwide. Due to the daily addition of new medications to the market, the number is always rising(4). Self-medication is becoming more common as a result of factors such as people's socioeconomic level, growing healthcare costs, rising literacy rates, easy access to information, time constraints, and the accessibility of OTC medications, among others. It is observed that literate is more likely to self-medicate than the illiterate. A study done in India in 1995, shows that self-medication, was found to be higher in urban regions (37%) than in rural areas (17%). A thorough understanding of a drug's composition, dosage, and mode of administration, duration of therapy, side effects, interactions, and precautions is necessary for responsible self-medication. Inadequate duration of consumption

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may contribute to development of resistance, wastage of resources, and drug dependence(5).



OBJECTIVE OF OTC DRUGS SURVEY

The objective of this survey report is to analyze and evaluate the current market status of Over-the-Counter (OTC) products, understanding consumer preferences, trends, and factors influencing purchasing decisions. The survey aims to:

1. Understand Consumer Behavior: Identify consumer demographics, habits, and preferences in purchasing OTC products, including frequency, types of products, and factors influencing choices.
2. Market Trends and Growth: Assess the overall growth, market size, and potential for expansion within the OTC sector. This includes identifying emerging trends, such as the shift towards natural or herbal products, e-commerce platforms, and online pharmacies.
3. Competitive Landscape: Evaluate the competitive environment, including major players, brands, and their market share. This will help in understanding the key players dominating the OTC space and emerging competitors.
4. Regulatory Impact: Examine how changes in regulatory frameworks, safety standards, and government policies influence the market for OTC products.
5. Product Categories: Investigate the various categories of OTC products, such as pain relievers, cold and flu medications, skincare, dietary supplements, and others, analyzing their popularity and market growth rates.
6. Price Sensitivity and Purchasing Channels: Identify the pricing strategies of OTC products and how consumers respond to different price points. Explore the primary purchasing channels for OTC products, such as retail stores, online marketplaces, or pharmacies.
7. Consumer Trust and Safety Concerns: Understand the role of product safety, quality assurance, and consumer trust in the OTC market, especially regarding counterfeit products or safety concerns (6).
8. Impact of COVID-19: Explore how the pandemic has shifted consumer behavior regarding OTC purchases, including an increase in online shopping, changes in demand for health-related products, and long-term impacts on the market (7).

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Survey of OTC products



METHODS

Over-The-Counter Drug Usage Pattern

The most commonly used OTC drugs found were cough syrups (87%), antibiotics (77%), analgesic (71%), cold medicine (63%), Motion sicknesses medicine (49%), sleeping pills (32%), Sedatives/antianxiety (19%) and others (1%). The most commonly Used cough syrup was Dextromethorphan, an antibiotic was Azithromycin and analgesic was paracetamol.

Frequency of over-the-counter drugs consumption per day

Among the 371 students who responded to the survey and used OTC Medications, 43% used the medication once daily, 50% used it twice Daily, 6% used it three times daily, and 1% used it more than three times (8).

Adverse Drug Reaction observed by the users

The common ADR observed by the users of OTC drugs were-Dry Mouth (73%), Hypersensitivity (69%), Diarrhoea (64%), Anxiety (61%), Increased heart rate (41%), Blackout (37%), Breathing Issues (33%) and Others (1%).

Main reasons to use over-the-counter drugs

The most common reasons for not visiting doctor were-it's easy Availability (100%),based on previous prescription (92%), timesaving (100%) and consultation fee saving (100%). For this question It was found that participants have opted to choose multiple options As answers.

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Consumer Insights

OTC product survey questionnaire .

Category	Question	Response type	Purpose
Demographics	What is your age group?	Multiple choice (18-24,25-34,etc.)	To underst and consumer segments
	What is your gender?	Multiple choice (male, female, other)	To gauge gender preferences
	What is your household income range?	Multiple choice ($0-$30k,$31k-$60k,etc.)	To assess purchasing power
Product usage	Have you used any OTC products in the past 6 months ?	Yes/No	To gauge product usage frequency
	Which type of OTC product do you use most often	Multiple choice (pain relief, cough syrup etc.)	To identify most commonly used products
	How often do you purchase OTC products?	Multiple choice (weekly, monthly, occasionally, rarely)	To assess purchasing frequency
	What factors influence your decision to purchase OTC products	Multiple choice (price, brand, recommendations, effectiveness)	To underst and decision - making drivers
Product perception	How satisfied are you with the effectiveness of the OTC product (s) use ?	Likert scale (very unsatisfied to very satisfied)	To assess satisfaction levels
	How would you rate the price vs. quality of the OTC products?	Likert scale (very poor to good)	To evaluate product value
	Do you trust the OTC brands(s) you use?	Yes/No	To gauge brand trustworthiness
Purchasing behaviours	Where do you typically purchase OTC products?	Multiple choice (pharmacy, grocery store, online, other)	To underst and purchase channels
	Are you more likely to buy OTC products online or in-store	Multiple choice (online, in-store)	To assess online vs. in – store purchasing behaviours
	What is your preferred method of discovering new OTC products?	Multiple choice (advertising, online review, word of mouth, in-store displays)	To underst and product discovery methods
Healthy and wellness	Do you consult a doctor or pharmacist before purchasing OTC products?	Yes/No	To assess professional consultation habits
	Are you aware of any health risks associated with OTC products?	Yes/No	To Gauge awareness of potential risks
Brand loyalty	Are you loyal to a specific OTC brand?	Yes/No	To assess brand loyalty
	Would you consider switching to a different brand?	Yes/No	To underst and brand switching tendencies
Recommendations	What improvement would you suggest for OTC products?	Open -ended	To gather consumer feedback on improvement
	Would you recommend the OTC products (s) you to others?	Yes/No	To measure the likelihood of Products recommendations

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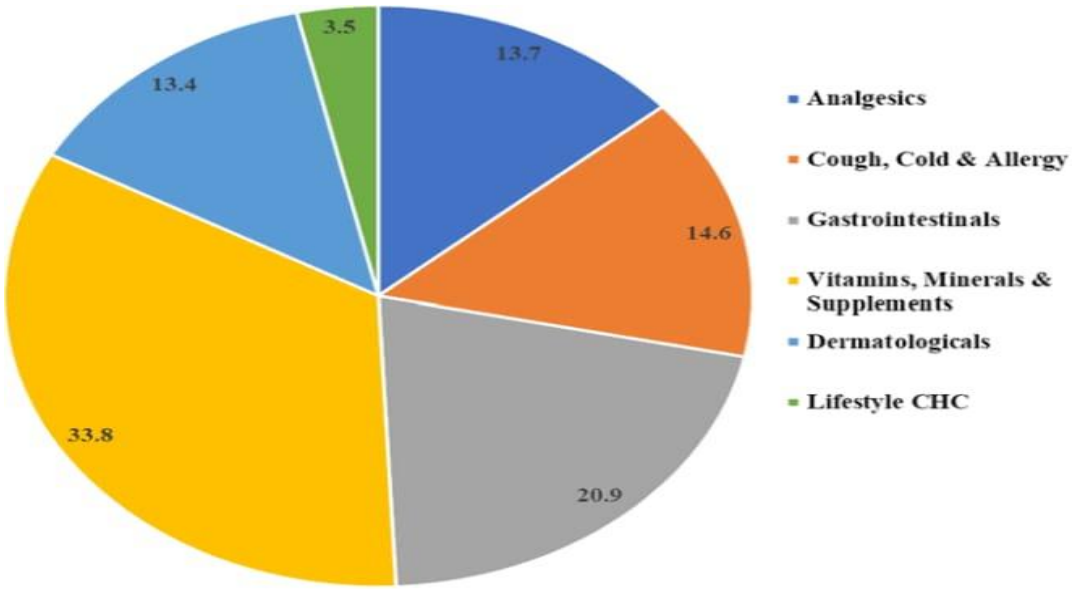
MARKET OVERVIEW

Over the Counter (OTC) Drugs Market Analysis and Size

Rise in the population of elderly people and favourable regulatory policies are the major factor that will enhance the market growth rate. Furthermore, rising patent expirations of many drugs resulting in use as OTC drugs and affordable cost of these drugs are the factors that will expand the over the counter (OTC) drugs market.

Data Bridge Market Research analyses that the Over the Counter (OTC) Drugs market which was USD 167.89 Billion in 2022, would rocket up to USD 245.87 Billion by 2030, and is expected to undergo a CAGR of 6.60% during the forecast period. This indicates that the market value. “Cold, Cough and Flu Products” dominates the product type segment of the over the counter (OTC) drugs market owing to the Increasing self-medication practices. In addition to the insights on market scenarios such as market value, growth rate, segmentation, geographical coverage, and major players, the market reports curated by the Data Bridge Market Research also include depth expert analysis, patient epidemiology, pipeline analysis, pricing analysis, and regulatory framework (9).

Regulatory, safety and economic considerations of over-the-counter medicines in the Indian population



Over the Counter (OTC) Drugs Market Dynamics

Drivers

- **Increasing Self-Medication Practices**

OTC drugs provide convenience and accessibility to consumers for self-treatment of common ailments, leading to market growth

- **Growing Consumer Awareness**

Rising health consciousness and access to information have empowered consumers to seek OTC drugs for minor health issues

Opportunities

- **Expansion in Emerging Markets**

Rapid urbanization, improving healthcare infrastructure, and increasing disposable incomes in emerging markets present significant growth opportunities for the OTC drugs market

- **Online Retailing**

The growth of e-commerce platforms provides a convenient channel for consumers to purchase OTC drugs, expanding market reach

Challenges

- **Stringent Regulatory Requirements**

OTC drugs need to meet regulatory standards for safety and efficacy, which can pose challenges for manufacturers

- **Competition From Generic Drugs**

The availability of generic alternatives to branded OTC drugs may impact market share and pricing.

This over the counter (OTC) drugs market report provides details of new recent developments, trade regulations, import-export analysis, production analysis, value chain optimization, market share, impact of domestic and localized market players, analyses opportunities in terms of emerging revenue pockets, changes in market regulations, strategic market growth analysis, market size, category market growths, application niches and dominance, product approvals, product launches, geographic expansions, technological innovations in the market. To gain more info on the over the counter (OTC) Drugs market contact Data Bridge Market Research for an Analyst Brief, our team will help you take an informed market decision to achieve market growth

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Recent Development

• In June 2021,Bayer announced the approval of Astepro Allergy from the U.S. Food and Drug(FDA) as an over the counter (OTC) product for the temporary relief of nasal congestion runny nose and Itchy nose and other respiratory allergies

• in March 2020, GSK announced that the company received approval of Advil Dual Action with Acetaminophen from the U.S. Food and Drug Administration (FDA) as an over the counter (OTC) product for the pain relief .It is the first FDA –Approved OTC combination of ibuprofen and acetaminophen in the U.S. and will be available worldwide

Global Over the Counter (OTC) Drugs Market Scope

The over the counter (OTC) drugs market is segmented on the basis of product type, end-users and distribution channel. The growth amongst these segments will help you analyse meager growth segments in the industries, and provide the users with valuable market overview and market insights to help them in making strategic decisions for identification of core market applications (10).

Product Type

• Analgesics
• cold, cough and flu products
• gastrointestinal product
• ophthalmic product
• Dermatology product
• Others

End -Users

• speciality clinic
• Homecare
• hospitals
• Others

Distribution Channel

• Hospital pharmacy
• retail pharmacy
• online pharmacy
• others

Marketing Strategies for OTC Healthcare Products in the Indian Market:

Marketing OTC healthcare products in the Indian Market requires a nuanced approach that takes into Account the diverse socio-economic landscape, Cultural factors, and regulatory requirements. Here Are some effective strategies tailored for success

1. **Understanding the Target Audience**

Effective marketing strategies begin with a deep Understanding of the target audience. In the Indian Context, it is essential to segment the market based On Demographics, psychographics, and Geographical locations. Factors such as age, gender, Income levels, health concerns, and purchasing Behaviour's should be considered to tailor marketing Messages and channels effectively (11).

2. **Building Brand Awareness and Trust**

Trust is a critical factor in the healthcare industry, And OTC product manufacturers must invest in Building strong brand awareness and credibility. Leveraging traditional media channels like Television, print, and radio, as well as digital Platforms like social media, can help establish Brand presence and educate consumers about the Benefits and proper usage of OTC products

3. **Emphasizing Product Quality and Safety**

Indian consumers are increasingly conscious of Product quality and safety, particularly in the Healthcare domain. Marketing campaigns should Highlight the rigorous quality control measures, Adherence to regulatory standards, and the safety Profile of OTC products. Certifications, Endorsements from healthcare professionals, and Transparent ingredient labelling can help build consumer confidence (12).

4. **Leveraging Digital Marketing**

With the rapid adoption of digital technologies in India, leveraging digital marketing channels is Essential. Strategies such as search engine Optimization (SEO), social media marketing, Influencer collaborations, and targeted online Advertising can effectively reach and engage techsavvy consumers. Additionally, developing user-friendly mobile apps and integrating e-commerce Capabilities can enhance the overall customer experience

5. **Focusing on Rural Markets**

While urban areas remain significant markets for OTC healthcare products, the vast rural population In India presents a significant growth opportunity. Developing region-specific marketing campaigns, Partnering with local pharmacies and retailers, and Leveraging community-based initiatives can help Penetrate these untapped markets effectively (13).

Most Common (OTC) drugs and uses

1. **Pain Relievers and Anti-inflammatory Drugs**

Acetaminophen (Tylenol): Commonly used for pain relief and fever reduction.

NSAIDs (Ibuprofen, Advil, Motrin, Naproxen, Aleve): Used for pain relief, reducing inflammation, and lowering fever.

Aspirin: Used for pain relief and as an anti-inflammatory, also for heart health in certain low doses.

2. **Cold, Flu, and Allergy Medications**

Antihistamines (e.g., Diphenhydramine, Claritin, Zyrtec, Allegra): Used for allergy symptoms such as sneezing, runny nose, and itching.

Decongestants (e.g., Pseudoephedrine, Phenylephrine): Help relieve nasal congestion caused by colds or allergies.

Cough Suppressants (e.g., Dextromethorphan): Help reduce coughing.

Expectorants (e.g., Guaifenesin, Mucinex): Help loosen mucus and make coughing more productive.

Combination Cold Remedies: Often combine pain relievers, decongestants, and cough suppressants.

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3. Digestive Health Products

Antacids (e.g., Tums, Rolaids, Maalox): Relieve heartburn and acid indigestion.

Probiotics: Supplements that may help balance gut bacteria and improve digestion.

Laxatives (e.g., Dulcolax, Miralax, Senna): Used for constipation relief.

Antidiarrheal (e.g., Loperamide, Imodium): Help control diarrhoea.

4. Skin Care and Dermatological Products

Topical Steroids (e.g., Hydrocortisone Cream): Used for skin irritation, rashes, and eczema.

Acne Treatments (e.g., Benzoyl Peroxide, Salicylic Acid, Retinoids): Used to treat acne.

Antifungal Creams (e.g., Lotrimin, Lamisil): Used to treat fungal infections such as athlete's foot and ringworm.

Sunscreens: Products with SPF to protect the skin from UV radiation.

Moisturizers: Used to hydrate and protect the skin.

5. Vitamins and Supplements

Multivitamins: Provide a combination of essential vitamins and minerals.

Vitamin D: Supports bone health and immune function.

Vitamin C: Often taken to boost immunity and as an antioxidant.

Fish Oil: Rich in omega-3 fatty acids, beneficial for heart health.

Herbal Supplements (e.g., Echinacea, Ginseng): Used for various health benefits, often related to immunity or energy.

6. Topical Pain Relief

Menthol or Capsaicin Creams (e.g., Biofreeze): Used for muscle and joint pain relief.

Arnica Gel: A topical remedy for bruising and inflammation.

7. Oral Health Products

Toothpaste and Mouthwash: Often containing fluoride to prevent cavities and gum disease.

Dental Floss: Used to remove food particles and plaque between teeth.

Teeth Whitening Products: Over-the-counter strips or gels that help whiten teeth.

8. Sleep Aids

Melatonin: A hormone that helps regulate sleep cycles, often used as a sleep aid.

Diphenhydramine (e.g., Unisom): An antihistamine that can cause drowsiness and is used as a short-term sleep aid.

9. First Aid and Wound Care

Bandages and Gauze: Used to cover wounds and promote healing.

Antiseptic Creams (e.g., Neosporin): Used to prevent infection in minor cuts, scrapes, or burns.

Hydrogen Peroxide: A common disinfectant for cleaning wounds.

10. Weight Loss and Appetite Control

Appetite Suppressants (e.g., Garcinia Cambogia, Orlistat): Help with weight management by reducing appetite or inhibiting fat absorption.

Fat Burners: Supplements that claim to increase metabolism and fat loss.

11. Eye Care

Artificial Tears (e.g., Visine, Refresh): Used to relieve dry or irritated eyes.

Allergy Eye Drops: Help with itchy, watery eyes caused by allergens.

12. Hair Care Products

Shampoos and Conditioners: Common OTC products for daily hair care.

Anti-Dandruff Shampoos (e.g., Head & Shoulders, Nizoral): Help control dandruff and scalp irritation.

Hair Growth Treatments (e.g., Minoxidil/ Rogaine): Stimulate hair regrowth in cases of thinning or hair loss.

13. Smoking Cessation Products

Nicotine Patches, Gum, Lozenges: Help smokers quit by gradually reducing nicotine dependence.

14. Personal Care and Hygiene Products

Deodorants and Antiperspirants: Used for odor control and reducing perspiration.

Feminine Hygiene Products: Tampons, pads, menstrual cups, and wiped

Shaving Creams and Razors: For hair removal.



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CONCLUSION

The over-the-counter (OTC) product market has shown consistent growth due to several key factors, including increasing consumer awareness, the rise in self-medication, and the availability of a wide range of products across various health and wellness categories. OTC products have become a vital part of the healthcare system, offering convenience, accessibility, and cost-effectiveness to consumers.

The market Is largely driven by the growing demand for non-prescription medications, dietary supplements, personal care products, and other wellness items. This shift is particularly noticeable in the growing preference for natural and organic ingredients in OTC offerings. Additionally, the rise of e-commerce has made OTC products more accessible to a broader audience, further expanding the market reach.

Despite the positive market trends, challenges remain, including regulatory concerns, potential risks of misuse, and competition from alternative wellness solutions. Companies must continue to innovate while ensuring consumer safety and maintaining transparency in labeling and claims to sustain long-term market growth.

In conclusion, the OTC market is poised for further expansion, driven by changing consumer behavior, the convenience of online shopping, and the increasing demand for preventive healthcare solutions. Companies that focus on consumer trust, product efficacy, and regulatory compliance will be better positioned to capitalize on the growing market.

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