

**Gastrointestinal OTC Drugs Market - Global Industry Size, Share, Trends,
Opportunity, and Forecast, 2018-2028**
**Segmented by Drug Class (Laxatives, Gastrointestinal Cancer Treatments, Gastric
Acid Reducers, Anti-Diarrheal, Proton Pump Inhibitors, H2 Inhibitors, Gastric Acid
Neutralizers, Bowel Anti-Inflammatory, Anti-Emetics), By Indication
(Gastroesophageal Reflux Disease or Heartburn, Constipation, Diarrhea, Motion
Sickness, and Others), By End User (Hospitals Pharmacies, Retail Pharmacies, Online
pharmacies, others), by region, and Competition**

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Report description:

Global Gastrointestinal OTC Drugs Market is anticipated to witness an impressive growth in the forecast period. Gastrointestinal over the counter (OTC) drugs are medications that are available without a prescription and are designed to provide relief from a range of common gastrointestinal symptoms and conditions. These drugs are typically self-administered by consumers to alleviate discomfort and manage minor digestive issues. One of the primary advantages of gastrointestinal OTC drugs is their accessibility. Consumers can purchase these products without the need for a prescription, making them readily available at retail pharmacies, drug stores, supermarkets, and online platforms. OTC drugs are typically used as directed on the packaging or as advised by a healthcare professional. Gastrointestinal OTC drugs are considered safe and effective when used according to the labeled instructions. Their non-prescription status reflects their suitability for self-medication by individuals experiencing mild to moderate

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gastrointestinal symptoms. However, individuals with severe or chronic gastrointestinal conditions should seek guidance from a healthcare provider.

The global aging population is more susceptible to gastrointestinal issues. As people age, they are more likely to experience digestive problems, which increases the need for OTC gastrointestinal remedies. Increasing awareness among consumers about gastrointestinal health and related issues encourages them to seek OTC solutions for common digestive problems. Educational campaigns and information dissemination contribute to this awareness. Factors like poor dietary habits, stress, sedentary lifestyles, and irregular eating patterns contribute to gastrointestinal problems. These lifestyle factors drive the demand for OTC drugs to alleviate symptoms. OTC drugs offer a non-invasive and cost-effective means of managing common gastrointestinal issues. Many individuals prefer OTC options before considering prescription medications or medical procedures. Pharmaceutical companies continue to innovate by developing new formulations of OTC gastrointestinal drugs, such as fast-acting or long-lasting relief options, chewable tablets, and liquid formulations, to cater to consumer preferences.

Key Market Drivers

Increasing Demand of Probiotics and Digestive Supplements

Probiotics are live beneficial bacteria that can help maintain a healthy balance of gut microorganisms. Digestive supplements may contain fiber, enzymes, or other ingredients that support digestive health. Consumers are increasingly interested in maintaining a healthy gut microbiome, and both probiotics and digestive supplements are perceived as proactive measures to achieve this. As a result, these products drive demand for OTC drugs by addressing and preventing gastrointestinal issues. Probiotics and certain digestive supplements are used to manage specific gastrointestinal conditions, such as irritable bowel syndrome (IBS) and inflammatory bowel disease (IBD). These conditions often require ongoing management, and consumers may turn to OTC drugs for symptom relief in addition to their regular use of probiotics and supplements. Many individuals take probiotics and digestive supplements as part of their daily wellness routine, even when they don't have specific digestive complaints. This preventive approach to gut health may reduce the risk of developing gastrointestinal issues and, in turn, decrease the need for more intensive OTC treatments in the future.

Consumers often use probiotics, digestive supplements, and OTC drugs in combination to address various gastrointestinal concerns. For example, they may take probiotics regularly but use OTC antacids or laxatives as needed for specific symptoms. This complementary usage pattern boosts the demand for both types of products. Increased consumer education and awareness campaigns about the benefits of probiotics and digestive supplements have contributed to their popularity. As consumers become more informed about these products, they are more likely to incorporate them into their daily routines and seek OTC drugs when necessary. The market for probiotics and digestive supplements continues to evolve, with companies introducing new formulations and delivery methods that cater to consumer preferences. For instance, chewable probiotic tablets and gummies are popular options for those who dislike capsules or pills. Probiotics and digestive supplements are widely available in retail channels, such as pharmacies, drug stores, supermarkets, and online platforms. This accessibility encourages consumers to explore these products and, if needed, purchase complementary OTC drugs during the same shopping trip. This factor will help in the development of the Global Gastrointestinal OTC Drugs Market.

Innovation in Formulations

The development of new and improved formulations enhances the effectiveness, convenience, and appeal of these products, contributing to increased consumer demand. Innovative formulations often aim to provide faster and more effective relief from gastrointestinal symptoms. For example, fast-dissolving tablets or liquid formulations can work quickly to alleviate discomfort associated with conditions like heartburn or indigestion. Consumers are more likely to choose OTC drugs that offer rapid relief. Some formulations focus on improving the tolerability of gastrointestinal drugs, especially for individuals with sensitivities or allergies to certain ingredients. Innovations may include allergen-free or gentle-on-the-stomach formulations. Innovations such as chewable tablets, effervescent tablets, or single-dose packets improve the ease of use and convenience of OTC drugs. These user-friendly formulations appeal to consumers seeking hassle-free solutions for their gastrointestinal issues. Formulations designed to provide extended relief from symptoms, such as those for acid reflux or diarrhea, can be highly appealing. Consumers prefer products that allow them to go about their daily activities without frequent dosing. Companies may introduce novel dosage forms, such as gummies or dissolvable strips, to differentiate their products and cater to consumer preferences. These unique formulations can attract consumers who are looking for alternatives to traditional pills or capsules. Advanced formulations may

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incorporate technology to ensure the targeted delivery of active ingredients to the affected areas of the gastrointestinal tract. This can enhance the drug's efficacy while minimizing side effects.

Some formulations are designed to minimize common side effects associated with gastrointestinal drugs, such as constipation or upset stomach. These formulations are well-received by consumers seeking relief without adverse reactions. Innovations in formulations may involve the use of natural and herbal ingredients, which appeal to consumers looking for holistic and gentle approaches to managing gastrointestinal issues. Formulations that combine traditional gastrointestinal drugs with probiotics or prebiotics appeal to consumers seeking comprehensive digestive health solutions. These integrated products address both symptom relief and gut health maintenance. Some formulations are designed to address multiple gastrointestinal symptoms simultaneously. For example, OTC products for irritable bowel syndrome (IBS) may contain a combination of ingredients to target bloating, diarrhea, and abdominal pain. Innovative packaging, such as individually wrapped doses or user-friendly dispensers, enhances product convenience and portability. Consumers are more likely to choose products that are easy to carry and use on the go. Companies often promote the benefits of their innovative formulations through marketing campaigns and consumer education efforts. This raises awareness and drives consumer interest in these products. This factor will pace up the demand of the Global Gastrointestinal OTC Drugs Market.

Rising Demand of Non-Invasive Treatment Options

Consumers often prefer non-invasive or minimally invasive approaches to managing common gastrointestinal issues before considering more invasive medical interventions. Many individuals prefer non-invasive treatments, such as OTC drugs, for common gastrointestinal conditions like acid reflux, indigestion, or constipation, because they can alleviate symptoms without the need for surgical procedures or prescription medications. Non-invasive OTC drugs typically provide immediate symptom relief. Consumers appreciate the quick relief these products offer, especially for conditions that can cause discomfort or pain. Non-invasive treatments empower consumers to take control of their gastrointestinal health and self-manage their symptoms. This aligns with the trend of patient self-care and self-medication. OTC drugs are widely available and accessible to consumers without the need for a prescription. They can be purchased at retail pharmacies, drug stores, supermarkets, and online platforms, making them convenient options for immediate relief. Non-invasive OTC drugs are often more cost-effective than prescription medications or medical procedures. Consumers are more likely to choose affordable options for managing common gastrointestinal issues.

Many non-invasive OTC drugs have a lower risk of significant side effects compared to prescription medications, which may have more potent or systemic effects. Consumers are more comfortable with OTC options that typically have milder side effects. Non-invasive treatments allow individuals to continue their daily activities with minimal disruption. This is particularly important for those managing chronic gastrointestinal conditions like acid reflux or irritable bowel syndrome (IBS). Some individuals use non-invasive OTC drugs preventatively. For example, they may take antacids or probiotics regularly to prevent the onset of symptoms, reducing the need for reactive treatment. OTC drugs are readily available without the need for a healthcare provider's prescription or consultation, making them accessible to consumers who prefer to self-diagnose and self-medicate. Consumer education initiatives and the availability of information through product labeling, package inserts, and online resources encourage individuals to explore non-invasive OTC options for managing gastrointestinal symptoms. Regulatory agencies often evaluate and approve OTC drugs for safety and efficacy. These approvals provide consumers with confidence in the quality and effectiveness of non-invasive treatments. This factor will accelerate the demand of the Global Gastrointestinal OTC Drugs Market.

Key Market Challenges

Generic Competition

Generic gastrointestinal OTC drugs typically cost less than their branded counterparts. This price competition can lead to lower profit margins for pharmaceutical companies that market branded OTC drugs, as consumers often opt for more affordable generic options. Some gastrointestinal OTC drugs have been on the market for a long time, and they may have multiple generic equivalents. This can lead to market saturation, with numerous generic products vying for a share of the market. When a branded OTC drug's patent expires, it opens the door for generic manufacturers to enter the market with their versions of the drug. As a result, the branded drug may experience a decline in market share. The presence of generic competitors can put pressure on branded OTC drug manufacturers to lower their prices, reducing their profitability. They may need to engage in price wars to maintain their market share. Generic drugs are generally perceived as cost-effective alternatives to branded drugs. This

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perception can lead consumers to switch from branded to generic OTC drugs when available, contributing to the challenges faced by branded manufacturers. Generic drugs must meet regulatory standards for safety, efficacy, and quality, just like branded drugs. Branded manufacturers may face increased scrutiny and competition from generic companies that adhere to these standards. Branded OTC drug manufacturers often invest heavily in marketing and promotional efforts to differentiate their products. However, generic competitors may not invest as much in marketing, relying on price advantage instead. When a branded OTC drug's patent protection or exclusivity period expires, it allows generic manufacturers to introduce their versions. This can lead to a rapid loss of market exclusivity for branded drugs.

Market Saturation

Market saturation occurs when there is an abundance of similar products within a specific product category, resulting in intense competition and limited opportunities for growth. Gastrointestinal OTC drugs, especially for common conditions like heartburn, indigestion, and diarrhea, often have multiple generic alternatives available. These products may contain similar active ingredients and offer comparable therapeutic effects, leading to increased competition. In mature markets, it can be challenging for manufacturers to differentiate their products significantly. Most OTC drugs for gastrointestinal issues are formulated to address specific symptoms, and there may be a lack of substantial innovation in terms of active ingredients or mechanisms of action. With numerous generic alternatives, price competition becomes a dominant factor. Generic OTC drugs tend to be more affordable than branded versions, and consumers often choose the most cost-effective option, putting pressure on branded manufacturers to lower prices. While price often drives purchasing decisions, some consumers may remain loyal to specific brands they trust or have had positive experiences with. However, building and maintaining brand loyalty can be challenging in a saturated market. Regulatory agencies set standards for the safety and efficacy of OTC drugs, which all manufacturers must meet. This level playing field can make it difficult for companies to gain a competitive edge through regulatory advantages. In a saturated market, manufacturers may engage in aggressive marketing and promotional activities to capture market share. This can lead to high marketing costs and lower profit margins. As new generic competitors enter the market, they may capture market share from established branded products. This redistribution of market share can lead to decreased sales for branded manufacturers.

Key Market Trends

Natural and Herbal Remedies

Many consumers prefer natural and herbal remedies for gastrointestinal problems because they perceive them as gentler and having fewer side effects compared to synthetic drugs. A growing awareness of holistic health and wellness has encouraged individuals to seek natural and herbal solutions to address the root causes of gastrointestinal issues rather than just managing symptoms. Natural and herbal OTC products often contain plant-based ingredients known for their digestive benefits. Examples include ginger, peppermint, chamomile, aloe vera, and licorice. Probiotic supplements and prebiotic fiber sources have gained popularity for promoting gut health. These products are often considered natural and may be incorporated into OTC gastrointestinal offerings. Homeopathic remedies using highly diluted natural substances are used by some consumers to address digestive discomfort and gastrointestinal conditions. Natural and herbal remedies are often associated with fewer adverse effects, making them appealing to individuals who want to avoid the potential side effects of synthetic medications. Manufacturers have expanded their product lines to include a wide variety of natural and herbal OTC options for different gastrointestinal symptoms, such as herbal teas, dietary supplements, and herbal extracts. Some natural and herbal OTC products combine multiple ingredients to target multiple aspects of gastrointestinal health. For example, a product may include both ginger and fennel to address digestive discomfort and bloating.

Segmental Insights

Drug Class Insights

In 2022, the Global Gastrointestinal OTC Drugs Market largest share was held by Gastric Acid Reducers segment and is predicted to continue expanding over the coming years. Gastric acid reducers, such as antacids and proton pump inhibitors (PPIs), are commonly used to treat acid-related gastrointestinal disorders like acid reflux, heartburn (gastroesophageal reflux disease or GERD), and peptic ulcers. These conditions are widespread, affecting a significant portion of the population globally. Acid reducers provide rapid relief from the uncomfortable symptoms associated with gastric acid-related disorders. Many individuals experience occasional heartburn or indigestion and turn to OTC products for immediate relief. Consumers are often well-aware of the symptoms associated with excess gastric acid, such as heartburn and indigestion, and are familiar with OTC options for managing

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these symptoms. Gastric acid reducers are widely available over the counter, making them easily accessible to consumers without the need for a prescription. This accessibility encourages self-medication.

Indication Insights

In 2022, the Global Gastrointestinal OTC Drugs Market largest share was held by Constipation segment and is predicted to continue expanding over the coming years. Constipation is a common gastrointestinal issue that affects people of all ages. It is often a result of dietary and lifestyle factors, making it a widespread condition that many individuals seek relief from using OTC drugs. There is a broad range of OTC products specifically designed to address constipation, including laxatives, stool softeners, and fibre supplements. This variety of available options caters to different consumer preferences and needs. Many consumers are aware of the availability of OTC solutions for constipation and may choose to self-treat the condition before seeking medical advice or prescription medications. Constipation is typically a non-serious condition that can often be effectively managed with OTC drugs. This non-invasive treatment approach may encourage individuals to use these products.

End-User Insights

In 2022, the Global Gastrointestinal OTC Drugs Market largest share was held by retail Pharmacies segment in the forecast period and is predicted to continue expanding over the coming years. Retail pharmacies are easily accessible to consumers in urban, suburban, and rural areas. They provide a convenient and widely recognized location for consumers to purchase OTC drugs, including gastrointestinal remedies. Consumers often trust the expertise of pharmacists in retail pharmacies, who can provide guidance and recommendations for OTC products, including those for gastrointestinal issues. This trust in the healthcare professional's advice can influence purchasing decisions. Retail pharmacies typically offer a broad range of OTC drugs, including various brands and formulations of gastrointestinal products. This diversity allows consumers to choose products that suit their preferences and needs. Many consumers are familiar with the layout and operation of retail pharmacies, making them a convenient option for purchasing OTC drugs. Consumers can visit these stores during regular shopping trips.

Regional Insights

The North America region dominates the Global Gastrointestinal OTC Drugs Market in 2022. North America, particularly the United States, has one of the highest healthcare expenditures in the world. This substantial spending capacity allows consumers in the region to afford OTC medications, including gastrointestinal drugs. North America has a significant aging population, and elderly individuals are more prone to gastrointestinal issues. As people age, they may require OTC drugs for conditions like heartburn, constipation, and indigestion, which boosts the demand for gastrointestinal OTC drugs. There is a relatively high level of consumer awareness in North America regarding gastrointestinal health and related conditions. Consumers in this region are often proactive in seeking OTC remedies for common digestive problems.

Key Market Players

Mylan N.V

Sandoz AG

Johnson & Johnson Services, Inc.

Sun Pharmaceuticals Industries Limited

Teva Pharmaceuticals Industries Ltd.

Zydus Life science Ltd.

Sanofi SA

Bayer AG

Pfizer Inc.

GlaxoSmithKline Plc.

Report Scope:

In this report, the Global Gastrointestinal OTC Drugs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ Gastrointestinal OTC Drugs Market, By Drug Class:

o Laxatives

o Gastrointestinal Cancer Treatments

o Gastric Acid Reducers

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- o Anti-Diarrheal
- o Proton Pump Inhibitors
- o H2 Inhibitors
- o Gastric Acid Neutralizers
- o Bowel Anti-Inflammatory
- o Anti-Emetics

? Gastrointestinal OTC Drugs Market, By Indication:

- o Gastroesophageal Reflux Disease or Heartburn
- o Constipation
- o Diarrhea, Motion Sickness
- o Others

? Gastrointestinal OTC Drugs Market, By End-User:

- o Hospitals Pharmacies
- o Retail Pharmacies
- o Online pharmacies
- o Others

? Global Gastrointestinal OTC Drugs Market, By region:

- o North America
 - ? United States
 - ? Canada
 - ? Mexico
- o Asia-Pacific
 - ? China
 - ? India
 - ? South Korea
 - ? Australia
 - ? Japan
- o Europe
 - ? Germany
 - ? France
 - ? United Kingdom
 - ? Spain
 - ? Italy
- o South America
 - ? Brazil
 - ? Argentina
 - ? Colombia
- o Middle East & Africa
 - ? South Africa
 - ? Saudi Arabia
 - ? UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Gastrointestinal OTC Drugs Market.

Available Customizations:

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Global Gastrointestinal OTC Drugs Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

? Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

1. Product Overview
 - 1.1. Market Definition
 - 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations
2. Research Methodology
 - 2.1. Objective of the Study
 - 2.2. Baseline Methodology
 - 2.3. Key Industry Partners
 - 2.4. Major Association and Secondary Sources
 - 2.5. Forecasting Methodology
 - 2.6. Data Triangulation & Validation
 - 2.7. Assumptions and Limitations
3. Executive Summary
 - 3.1. Overview of the Market
 - 3.2. Overview of Key Market Segmentations
 - 3.3. Overview of Key Market Players
 - 3.4. Overview of Key Regions/Countries
 - 3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. Global Gastrointestinal OTC Drugs Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Drug Class (Laxatives, Gastrointestinal Cancer Treatments, Gastric Acid Reducers, Anti-Diarrheal, Proton Pump Inhibitors, H2 Inhibitors, Gastric Acid Neutralizers, Bowel Anti-Inflammatory, Anti-Emetics)
 - 5.2.2. By Indication (Gastroesophageal Reflux Disease or Heartburn, Constipation, Diarrhea, Motion Sickness, and Others)
 - 5.2.3. By End User (Hospitals Pharmacies, Retail Pharmacies, Online pharmacies, others)
 - 5.2.4. By Region
 - 5.2.5. By Company (2022)
 - 5.3. Market Map
6. Asia Pacific Gastrointestinal OTC Drugs Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Drug Class
 - 6.2.2. By Indication
 - 6.2.3. By End User
 - 6.2.4. By Country
 - 6.3. Asia Pacific: Country Analysis

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- 6.3.1. China Gastrointestinal OTC Drugs Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Drug Class
 - 6.3.1.2.2. By Indication
 - 6.3.1.2.3. By End User
- 6.3.2. India Gastrointestinal OTC Drugs Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Drug Class
 - 6.3.2.2.2. By Indication
 - 6.3.2.2.3. By End User
- 6.3.3. Australia Gastrointestinal OTC Drugs Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Drug Class
 - 6.3.3.2.2. By Indication
 - 6.3.3.2.3. By End User
- 6.3.4. Japan Gastrointestinal OTC Drugs Market Outlook
 - 6.3.4.1. Market Size & Forecast
 - 6.3.4.1.1. By Value
 - 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Drug Class
 - 6.3.4.2.2. By Indication
 - 6.3.4.2.3. By End User
- 6.3.5. South Korea Gastrointestinal OTC Drugs Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Drug Class
 - 6.3.5.2.2. By Indication
 - 6.3.5.2.3. By End User
- 7. Europe Gastrointestinal OTC Drugs Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Drug Class
 - 7.2.2. By Indication
 - 7.2.3. By End User
 - 7.2.4. By Country
 - 7.3. Europe: Country Analysis
 - 7.3.1. France Gastrointestinal OTC Drugs Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value

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- 7.3.1.2.□Market Share & Forecast
 - 7.3.1.2.1.□By Drug Class
 - 7.3.1.2.2.□By Indication
 - 7.3.1.2.3.□By End User
- 7.3.2.□Germany Gastrointestinal OTC Drugs Market Outlook
 - 7.3.2.1.□Market Size & Forecast
 - 7.3.2.1.1.□By Value
 - 7.3.2.2.□Market Share & Forecast
 - 7.3.2.2.1.□By Drug Class
 - 7.3.2.2.2.□By Indication
 - 7.3.2.2.3.□By End User
- 7.3.3.□Spain Gastrointestinal OTC Drugs Market Outlook
 - 7.3.3.1.□Market Size & Forecast
 - 7.3.3.1.1.□By Value
 - 7.3.3.2.□Market Share & Forecast
 - 7.3.3.2.1.□By Drug Class
 - 7.3.3.2.2.□By Indication
 - 7.3.3.2.3.□By End User
- 7.3.4.□Italy Gastrointestinal OTC Drugs Market Outlook
 - 7.3.4.1.□Market Size & Forecast
 - 7.3.4.1.1.□By Value
 - 7.3.4.2.□Market Share & Forecast
 - 7.3.4.2.1.□By Drug Class
 - 7.3.4.2.2.□By Indication
 - 7.3.4.2.3.□By End User
- 7.3.5.□United Kingdom Gastrointestinal OTC Drugs Market Outlook
 - 7.3.5.1.□Market Size & Forecast
 - 7.3.5.1.1.□By Value
 - 7.3.5.2.□Market Share & Forecast
 - 7.3.5.2.1.□By Drug Class
 - 7.3.5.2.2.□By Indication
 - 7.3.5.2.3.□By End User
- 8.□North America Gastrointestinal OTC Drugs Market Outlook
 - 8.1.□Market Size & Forecast
 - 8.1.1.□By Value
 - 8.2.□Market Share & Forecast
 - 8.2.1.□By Drug Class
 - 8.2.2.□By Indication
 - 8.2.3.□By End User
 - 8.2.4.□By Country
 - 8.3.□North America: Country Analysis
 - 8.3.1.□United States Gastrointestinal OTC Drugs Market Outlook
 - 8.3.1.1.□Market Size & Forecast
 - 8.3.1.1.1.□By Value
 - 8.3.1.2.□Market Share & Forecast
 - 8.3.1.2.1.□By Drug Class
 - 8.3.1.2.2.□By Indication

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- 8.3.1.2.3. By End User
- 8.3.2. Mexico Gastrointestinal OTC Drugs Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Drug Class
 - 8.3.2.2.2. By Indication
 - 8.3.2.2.3. By End User
- 8.3.3. Canada Gastrointestinal OTC Drugs Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Drug Class
 - 8.3.3.2.2. By Indication
 - 8.3.3.2.3. By End User
- 9. South America Gastrointestinal OTC Drugs Market Outlook
 - 9.1. Market Size & Forecast
 - 9.1.1. By Value
 - 9.2. Market Share & Forecast
 - 9.2.1. By Drug Class
 - 9.2.2. By Indication
 - 9.2.3. By End User
 - 9.2.4. By Country
 - 9.3. South America: Country Analysis
 - 9.3.1. Brazil Gastrointestinal OTC Drugs Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Drug Class
 - 9.3.1.2.2. By Indication
 - 9.3.1.2.3. By End User
 - 9.3.2. Argentina Gastrointestinal OTC Drugs Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Drug Class
 - 9.3.2.2.2. By Indication
 - 9.3.2.2.3. By End User
 - 9.3.3. Colombia Gastrointestinal OTC Drugs Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Drug Class
 - 9.3.3.2.2. By Indication
 - 9.3.3.2.3. By End User
 - 10. Middle East and Africa Gastrointestinal OTC Drugs Market Outlook
 - 10.1. Market Size & Forecast

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- 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Drug Class
 - 10.2.2. By Indication
 - 10.2.3. By End User
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Gastrointestinal OTC Drugs Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Drug Class
 - 10.3.1.2.2. By Indication
 - 10.3.1.2.3. By End User
 - 10.3.2. Saudi Arabia Gastrointestinal OTC Drugs Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Drug Class
 - 10.3.2.2.2. By Indication
 - 10.3.2.2.3. By End User
 - 10.3.3. UAE Gastrointestinal OTC Drugs Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Drug Class
 - 10.3.3.2.2. By Indication
 - 10.3.3.2.3. By End User
- 11. Market Dynamics
 - 11.1. Drivers
 - 11.2. Challenges
- 12. Market Trends & Developments
 - 12.1. Recent Developments
 - 12.2. Product Launches
 - 12.3. Mergers & Acquisitions
- 13. Global Gastrointestinal OTC Drugs Market: SWOT Analysis
- 14. Porter's Five Forces Analysis
 - 14.1. Competition in the Industry
 - 14.2. Potential of New Entrants
 - 14.3. Power of Suppliers
 - 14.4. Power of Customers
 - 14.5. Threat of Substitute Product
- 15. PESTLE Analysis
- 16. Competitive Landscape
 - 16.1. Mylan N.V.
 - 16.1.1. Business Overview
 - 16.1.2. Company Snapshot

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- 16.1.3.□Products & Services
- 16.1.4.□Financials (In case of listed companies)
- 16.1.5.□Recent Developments
- 16.1.6.□SWOT Analysis
- 16.2.□Sandoz AG
- 16.2.1.□Business Overview
- 16.2.2.□Company Snapshot
- 16.2.3.□Products & Services
- 16.2.4.□Financials (In case of listed companies)
- 16.2.5.□Recent Developments
- 16.2.6.□SWOT Analysis
- 16.3.□Johnson & Johnson Services, Inc.
- 16.3.1.□Business Overview
- 16.3.2.□Company Snapshot
- 16.3.3.□Products & Services
- 16.3.4.□Financials (In case of listed companies)
- 16.3.5.□Recent Developments
- 16.3.6.□SWOT Analysis
- 16.4.□Sun Pharmaceuticals Industries Limited
- 16.4.1.□Business Overview
- 16.4.2.□Company Snapshot
- 16.4.3.□Products & Services
- 16.4.4.□Financials (In case of listed companies)
- 16.4.5.□Recent Developments
- 16.4.6.□SWOT Analysis
- 16.5.□Teva Pharmaceuticals Industries Ltd
- 16.5.1.□Business Overview
- 16.5.2.□Company Snapshot
- 16.5.3.□Products & Services
- 16.5.4.□Financials (In case of listed companies)
- 16.5.5.□Recent Developments
- 16.5.6.□SWOT Analysis
- 16.6.□Zydus Lifesciences Ltd.
- 16.6.1.□Business Overview
- 16.6.2.□Company Snapshot
- 16.6.3.□Products & Services
- 16.6.4.□Financials (In case of listed companies)
- 16.6.5.□Recent Developments
- 16.6.6.□SWOT Analysis
- 16.7.□Sanofi SA
- 16.7.1.□Business Overview
- 16.7.2.□Company Snapshot
- 16.7.3.□Products & Services
- 16.7.4.□Financials (In case of listed companies)
- 16.7.5.□Recent Developments
- 16.7.6.□SWOT Analysis
- 16.8.□Bayer AG

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- 16.8.1.□Business Overview
- 16.8.2.□Company Snapshot
- 16.8.3.□Products & Services
- 16.8.4.□Financials (In case of listed companies)
- 16.8.5.□Recent Developments
- 16.8.6.□SWOT Analysis
- 16.9.□Pfizer Inc.
- 16.9.1.□Business Overview
- 16.9.2.□Company Snapshot
- 16.9.3.□Products & Services
- 16.9.4.□Financials (In case of listed companies)
- 16.9.5.□Recent Developments
- 16.9.6.□SWOT Analysis
- 16.10.□GlaxoSmithKline Plc.
- 16.10.1.□Business Overview
- 16.10.2.□Company Snapshot
- 16.10.3.□Products & Services
- 16.10.4.□Financials (In case of listed companies)
- 16.10.5.□Recent Developments
- 16.10.6.□SWOT Analysis
- 17.□Strategic Recommendations
- 18.□About Us & Disclaimer

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**Gastrointestinal OTC Drugs Market - Global Industry Size, Share, Trends,
Opportunity, and Forecast, 2018-2028**
**Segmented by Drug Class (Laxatives, Gastrointestinal Cancer Treatments, Gastric
Acid Reducers, Anti-Diarrheal, Proton Pump Inhibitors, H2 Inhibitors, Gastric Acid
Neutralizers, Bowel Anti-Inflammatory, Anti-Emetics), By Indication
(Gastroesophageal Reflux Disease or Heartburn, Constipation, Diarrhea, Motion
Sickness, and Others), By End User (Hospitals Pharmacies, Retail Pharmacies, Online
pharmacies, others), by region, and Competition**

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