

# OTC products for acne treatment

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## Objective

A global understanding of markets, products, and distribution channels related to the acne product market. Our overall focus is on the **OTC market**, not prescription.

## Introduction

### Definition

Acne vulgaris (commonly called acne) is a common skin condition, affecting 85-100% of people at some time during their lives. It is caused by changes in the pilosebaceous units, skin structures consisting of a hair follicle and its associated sebaceous gland. It is characterized by noninflammatory follicular papules or comedones and by inflammatory papules, pustules, and nodules in its more severe forms. Acne vulgaris affects the areas of skin with the densest population of sebaceous follicles; these areas include the face, the upper part of the chest, and the back. Severe acne is inflammatory, but acne can also manifest in noninflammatory forms. Acne lesions are commonly referred to as pimples, blemishes, spots, zits, or acne. [Source](#)



### Source

There's been a gap in products marketed to adult women--little or nothing was available to address their acne needs, and as a result, sales have lagged. "No one was looking to target the 30- to 40-year-olds," said Lee Feldman, vice president of sales for Advanced Research Labs. [Source](#)

- In this report we have presented Acne Market details for following countries.

## Causes of Acne

Acne is a common occurrence at puberty. With the increased production of sex hormones, the sebaceous glands become hyperactive. Androgen and progesterone are responsible for the hyperplasia of the oil glands. The usual premenstrual flare-up is explained by some observers as occurring during the period when the normal androgen-estrogen balance in the blood is altered in favor of androgen. Hence hormonal imbalance is held responsible for causing acne. Psychogenic stresses particularly the habit of picking pimples, makes them worse.

Besides seborrheic diathesis and hormonal imbalance, other factors which aggravate acne are:

- a diet rich in fats and starches;
- intestinal stasis, especially constipation;
- a sedentary life;
- excessive use of greasy cosmetics, pomade, detergents and mechanical rubbing
- Heavy or oily make up
- Over abrasive cleansing
- Diet high in nutritious food can also help aggravate acne.

### Source

## Acne Types

There are various types of acne and they are:-

- Acne Rosacea
- Acne Cosmetica
- Acne Vulgaris

- Acne Fulminans
- Acne Keloidalis Nuchae
- Acne Chloracne
- Acne Medicamentosa

Source

## Acne Treatment

### Medical Treatment

Medical treatment is suggested only in cases of chronic or severe acne and should be taken from the dermatologist.

To outline the drug treatment, it aims chiefly to:

- Cut down the bacteria in the hair follicles and on the skin surface.
- Open the hair follicles by removal of the blackheads.
- Cut down the acne inflammations.

### Local Drug Treatments

Benzoyl Peroxide preparations available as gels and lotions have become very popular in the treatment of acne. Cream "Ultra Clearasil" is a very potent Benzoyl preparation. One of the main action points of Benzoyl Peroxide is to kill bacteria. It releases oxygen which helps in killing aerobic bacteria.

The sulphur drug preparations, available as creams, gels and lotions, are extremely effective in treating acne. Like Benzoyl Peroxide, sulphur is committed to killing bacteria. Sulphur is a disinfectant and used in skin treatments for eczema, etc.

Tetracycline usually has no side-effects and hence is the safest drug. However, in some uncommon cases, it causes biliousness, indigestion, vaginal thrush or rash.

Source

## Research Methodology

**Objective** A global understanding of markets, products, and distribution channels related to the acne product market. Our overall focus is on the OTC market(Excluding prescription drugs).

### Data Collection

Secondary data sources are only used to conduct the research.

The list of various sources used to conduct the research are as follows:

1. Euromonitor International
2. BCC Research
3. IBISWorld Industry Research
4. MarketResearch.com
5. Frost and Sullivan
6. Marketline Business Information Center (Datamonitor)
7. Online Pharmacy Store: [drugstore.com](http://drugstore.com)
8. Search Engine: Google

### Scope of the study

1. Included two major markets namely U S and Japan.
2. Study covers leading brands for Acne treatment for OTC and not Prescription drugs for mass distribution channel that includes mainstream supermarkets, chain drugstores and mass merchandisers.

## Global Acne Medications Market

As per BCC Research the value of the Global Acne Medications Market for year 2012 was estimated to be \$3.5 billion and it is expected to reach \$4.5 billion by year 2018 at a CAGR of 2.8%.



Source: BCC Research, [1]

### The Acne Product Pipeline

Product	Company	Indication	Development Status
ACAT Inhibitor	Graceway Pharmaceuticals	Acne	Phase II
ANT-1207 (botulinum toxin A)	Anterios	Acne vulgaris	Phase II

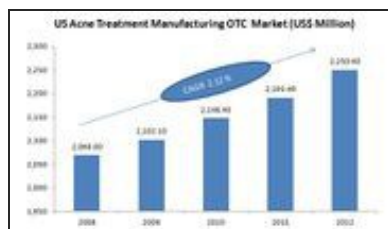
ASC-J9	AndroScience	Acne vulgaris	Phase II
AUS-131/doxycycline	Nexgen Dermatologics	Acne vulgaris	Phase I/II
BLI-1100	Braintree Laboratories	Acne vulgaris	Phase II
CD-07223	Galderma R &D	Acne	Phase II
CD-2475-101	Galderma Laboratories	Acne vulgaris	Phase I
Clindamycin/tretinoin topical combination	Skinvisible Pharmaceuticals	Acne	In clinical trials
COL-177	Onset Dermatologics	Acne vulgaris	In clinical trials
Duac Topical Gel low-dose clindamycin/benzoyl peroxide gel	Stiefel, a GSK company	Acne vulgaris	Application submitted
E-0301	Elorac	Acne	Phase III
IDP 107	Valeant Pharmaceuticals	Acne vulgaris	Phase II
Isotretinoin	Cipher Pharmaceuticals	Acne	Phase III
JNJ-10229570	Johnson & Johnson	Acne vulgaris	Phase II
Metvixia	PhotoCure methyl aminolevulinate	Acne	Phase II
NB-003 (nanoemulsion)	NanoBio	Acne	Phase I
NVC-422	Galderma	Acne	Phase I completed
Tazarotene foam (retinoid foam)	Stiefel, a GSK company	Acne vulgaris	Phase III
Tretinoin topical	Phosphagenics	Acne	Phase I
WC-3018	Warner Chilcott	Acne	Phase II
WC-3035	Warner Chilcott	Acne	Phase I

Source: [Pharmaceutical Research and Manufacturers of America, 2011](#)

## USA market study

### Historic Sales

- The Acne Treatment Manufacturing OTC industry has maintained strong growth during the past five years. As per IBIS World estimates from 2007 to 2012, the industry has grown steadily, and it is expected to grow at an average annual rate of 2.4% to \$2.3 billion.
- Because acne-prone individuals consider treatment products a necessary expense, revenue continued to rise during the recession, though growth did slow down due to more inexpensive products.
- Increasing prevalence of adult-onset and persistent acne conditions has given rise to new, targeted products and an expanded consumer base, another factor driving revenue growth during the period.
- In 2012, industry revenue is expected to maintain its growth, gaining 2.7% during the year, due to modest improvements in per capita disposable income.



Source: IBIS World, [2]

### Industry Forecast

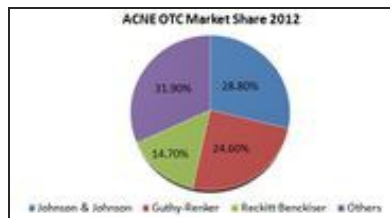
- From 2012 to 2017, industry revenue is expected to go up an annualized rate of 3.1% to \$2.7 billion from current level of \$2.3 billion.
- Improving economic conditions is likely to drive the market, as greater disposable income growth allows consumers to spend on higher-priced over-the-counter products.



Source: IBIS World, [3]

## Major Players in Acne Space

- As per IBIS World estimates the top three industry players (Johnson & Johnson, Guthy-Renker and Reckitt-Benckiser) hold a combined market share of 60.3%. The rest of the market is characterized by a large number of small and medium-size businesses.
- J&J (Neutrogena, Clean & Clear, Aveeno, Ambi) commanded over 28.8% of anti-acne preparation sales in 2012. J&J's closest rival was Guthy Renker with a 24.6% share followed by Reckitt Benckiser at 14.7%.



Source: IBIS World, [4]

## Consumer Target Group & Product Categorization

### Consumer Target Group

Here we have divided entire population into various categories. These categories are defined as follows:

- Teenager/Young Adult : Age 13 to 20 years
- Adult : Age 25 and Above
- General population

### Product Categorization

Here, we have tried to categorize the different products under following 3 categories.

- Devices
- Kits
- Moisturizers/Lotion/cream

The below information is regarding the target group and categories are obtained from company websites and review published on various online pharmacy sites.

Company	Brand	Category	Target	Company	Brand	Category
Johnson & Johnson	<a href="#">Ambi</a>	Moisturiser/Lotion/Cream	General Population	Mentholatum Co.	<a href="#">OXY Body Wash 2% Salicylic Acid Acne Treatment. Island Wave</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Aveeno Clear Complexion</a>	Moisturiser/Lotion/Cream	General Population	Mentholatum Co.	<a href="#">OXY Face Wash Acne-Fighting Formula</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Clean &amp; Clear Advantage Acne Cleanser</a>	Kits and Moisturiser/Lotion/Cream	Adult	Mentholatum Co.	<a href="#">Oxy chill factor Face Scrub Acne treatment</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Acne Stress Control</a>	Moisturiser/Lotion/Cream	Teen and Adult	Mentholatum Co.	<a href="#">Phisoderm Anti-Blemish Body Wash</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Advanced Solutions</a>	Moisturiser/Lotion/Cream	Teen and Adult	Mentholatum Co.	<a href="#">Phisoderm Anti-Blemish Cleansing Pads</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Clear Pore</a>	Moisturiser/Lotion/Cream	Teen and Adult	Kao Co., Ltd.	<a href="#">Biore Blemish Fighting Ice Cleanser</a>	Kits and Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Healthy Skin</a>	Moisturiser/Lotion/Cream	Teen and Adult	Kao Co., Ltd.	<a href="#">Biore Warming Anti-Blackhead Cream Cleanser</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Oil Free Acne Wash</a>	Moisturiser/Lotion/Cream	Teen and Adult	Alberto-Culver Co.	<a href="#">St Ives Apricot Face Wash</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena On the Spot</a>	Moisturiser/Lotion/Cream	Teen and Adult	Blistex, Inc.	<a href="#">Stridex</a>	Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Men Skin Clearing Face Wash</a>	Moisturiser/Lotion/Cream	Teen and Adult	The Procter & Gamble Co.	<a href="#">Noxzema</a>	Kits and Moisturiser/Lotion/Cream
Johnson & Johnson	<a href="#">Neutrogena Rapid Clear</a>	Moisturiser/Lotion/Cream	Teen and Adult	The Procter & Gamble Co.	<a href="#">Olay Daily Facials Clarity</a>	Moisturiser/Lotion/Cream
Reckitt Benckiser PLC	<a href="#">Clearasil Daily Acne Control Vanishing Acne Treatment Cream</a>	Moisturiser/Lotion/Cream	Teen and Adult	Stiefel Laboratories, Inc.	<a href="#">Stiefel Panoxyl</a>	Kits and Moisturiser/Lotion/Cream
		Moisturiser/Lotion/Cream			<a href="#">Sea Breeze</a>	Moisturiser/Lotion/Cream

Reckitt Benckiser PLC	<a href="#">Clearasil Acne Control Adult Acne Treatment Cream</a>		Teen and Adult	Bristol-Myers Squibb		
University Medical	<a href="#">University Medical</a>	Kits and Moistureriser/Lotion/Cream	Teen and Adult	Bristol-Myers Squibb	<a href="#">Sea Breeze Naturals Gentle Cream Cleanser</a>	Kits and Moistureriser/L
University Medical	<a href="#">University Medical AcneFree Clear Skin System</a>	Kits and Moistureriser/Lotion/Cream	Adult	Nature?s Cure, Inc.	<a href="#">Nature?s Cure</a>	Moistureriser/L

## OTC Products

This report covers the product available in mass distribution channel only.

## Product Dashboard

[Link to the Product Dashboard](#)

Snapshot of the dashboard

### Data Filters

Acne Products (30)

ALL COMPANIES (30)

- Alberto-Culver (1)
- Bristol-Myers Squibb (2)
- Johnson & Johnson (11)
- Kao (2)
- Mentholatum (5)
- Nature's Cure (1)
- Procter & Gamble (3)
- Reckitt Benckiser Healthcare (2)
- Stiefel Laboratories (1)
- University Medical Pharmaceuticals (2)

All Patent Types

### Information

Products


Name	Company
OXY Body Wash 2% Salicylic Acid Acne Treatment, Island Wave	Mentholatum
OXY Face Wash Acne-Fighting Formula	Mentholatum
Oxy chill factor Face Scrub Acne treatment	Mentholatum
Phisoderm Anti-Blemish Body Wash	Mentholatum
<b>Phisoderm Anti-Blemish Cleansing Pads</b>	Mentholatum
Nature's Cure	Nature's Cure
Stridex	Procter & Gamble
Noxzema	Procter & Gamble
Olay Daily Facials Clarity	Procter & Gamble
Clearasil Daily Acne Control Vanishing Acne Treatment Cream	Reckitt Benckiser Healthcare
Clearasil Acne Control Adult Acne Treatment Cream	Reckitt Benckiser Healthcare
Stiefel Panoxyl	Stiefel Laboratories

#### Phisoderm Anti-Blemish Cleansing Pads

##### Mentholatum

**Description:**  
Salicylic Acid, Alcohol, Fragrance, Isoceteth 20, PEG 8/SMDI Copolymer, Purified Water, Trisodium EDTA, Trolamine

**Summary:**  
null



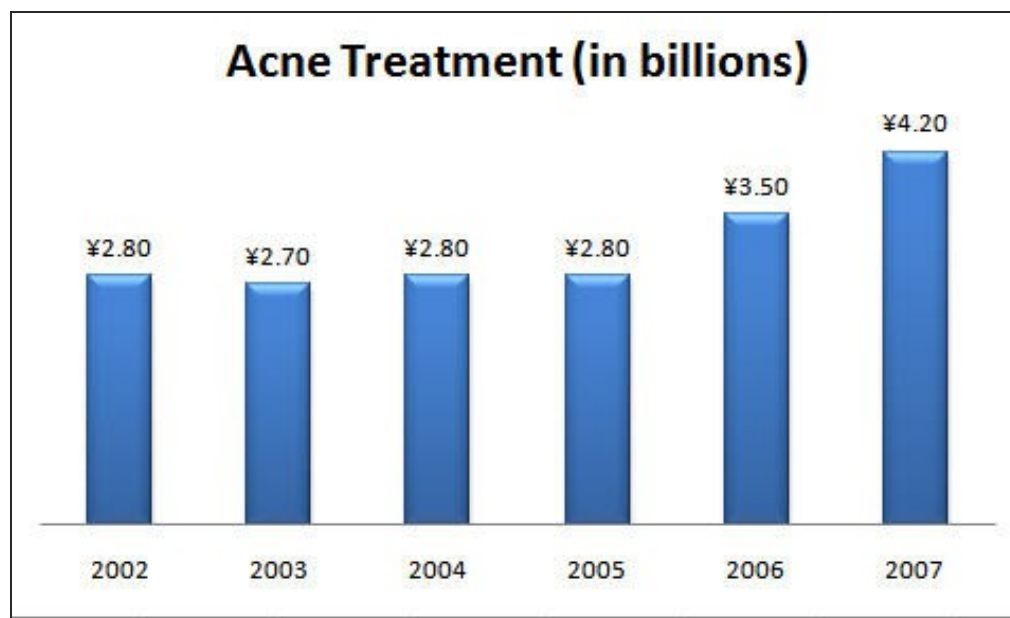
## Japan Market Study

### Market Facts

- Acne treatments most dynamic with 20% current value growth in 2007
- Acne treatments were the best performing product area in 2007, achieving 20% current value growth over the previous year. This was chiefly due to the launch of Mentholatum Acnes from Rohto Pharmaceutical Co Ltd in 2006. The brand was re-launched with a more effective formulation and grew share dynamically.
- Acne treatments are also expected to see strong growth during the forecast period, with constant value growth of 42%. Growth will be supported by further product development. The growing number of busy and affluent young workers suffering from acne will make this product area highly attractive to players during this period. These consumers are generally willing to pay more for products that are convenient and enhance their appearance. New launches are therefore expected to include formulations that also claim to improve skin condition.

## Historic Sales

Following figure shows the sales of acne treatment product during the period 2004 to 2007.



Source : Euromonitor International

## Brands and their Sales

- The below table shows the names of various brands under acne care and their respective **sales percentage** for the period between 2004 to 2007.

Acne Treatments Brand Shares by Value 2004-2007				
Brand	2004	2005	2006	2007
Mentholatum Acnes(Oxy)	13.4	13.4	14.3	19.1
Clearasil Acne	19.5	22	17.5	15.5
Pair Acne	5.4	5.4	17.2	14.6
Bif Night	13.5	14.4	14.3	12.4
Pimplit	9.4	9.4	8.6	7.6
Menturm Acne Lotion	8.7	8.6	6.6	5.7
Skinlife	4	4	2.9	2.4
Pair Acne Cream W			2.9	2.4
Eva Youth				2.4
Acnepell	3.3	3.3	2.3	2.1
Freshing Cream	2.9	2.9	2	1.9
Eskamel	2.5	2.5	1.7	1.7
Annsalbe	1.8	1.8	1.1	1
Eva Youth	3.3	3.3	2.6	
Private label	2.2	2.1	1.4	1.2
Others	10.1	6.8	4.6	10

[Source : Euromonitor International]

## Categorization of Products

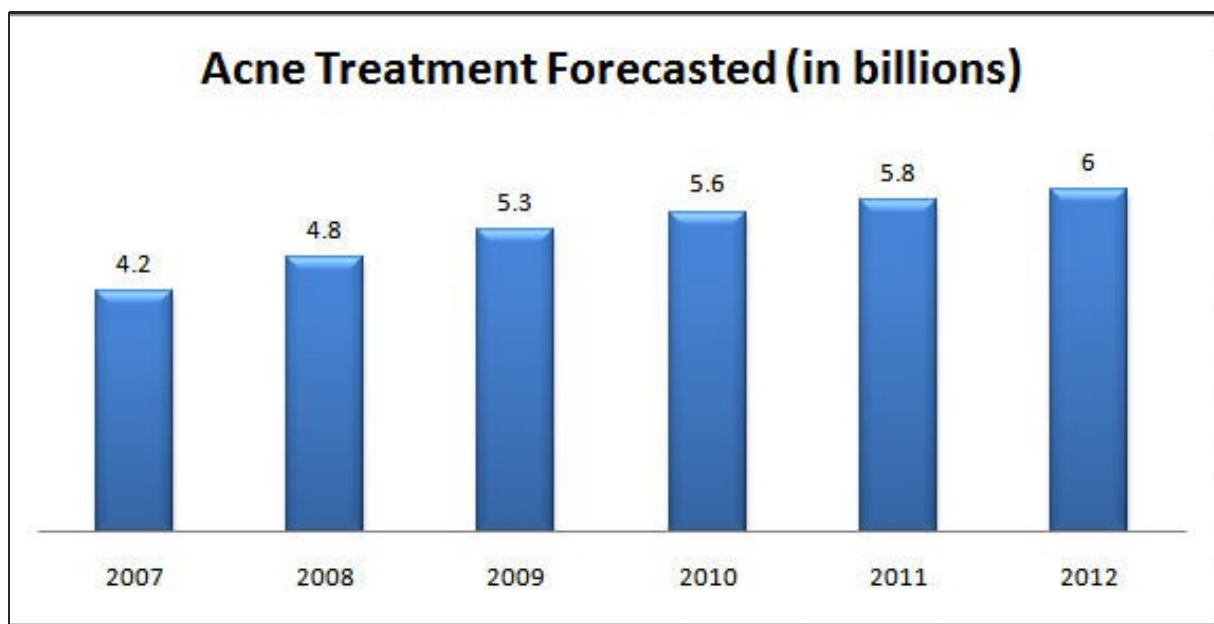
- Here, we had tried to categorize the the different products under following 3 categories.

1. Devices
2. Kits
3. Moisturizers/Lotion/cream

Brand	Category
Mentholatum Acnes(Oxy)	Moistureriser/Lotion/Cream
Clearasil Acne	Kits and Moistureriser/Lotion/Cream
Pair Acne	Moistureriser/Lotion/Cream
Bif Night	Moistureriser/Lotion/Cream
Pimplit	Moistureriser/Lotion/Cream
Menturm Acne Lotion	Moistureriser/Lotion/Cream
Skinlife	Moistureriser/Lotion/Cream
Pair Acne Cream W	Moistureriser/Lotion/Cream
Acnepell	Moistureriser/Lotion/Cream
Eskamel	Moistureriser/Lotion/Cream
Annsalbe	Moistureriser/Lotion/Cream

### Sales Forecast

- The following image shows the forecasted sales figure of the acne treatment market for Japan.



Source : Euromonitor International

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### Contact Dolcera

**Samir Raiyani**

Email: [info@dolcera.com](mailto:info@dolcera.com)

Phone: +1-650-269-7952