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Marketing Challenges In Promoting Herbal V/S Allopathic OTC Products

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ABSTRACT

OTC medications are essential for increasing access to healthcare since they allow people to self-medicate for mild ailments. In this project, the marketing difficulties of over-the-counter herbal and allopathic medications are compared. Despite being largely regarded as safe, natural, and culturally acceptable, herbal over-the-counter medications (OTCs) confront several challenges, including slower onset of action, clinical validation, standardization, and regulatory compliance. The strong scientific backing, stringent regulation, and quick therapeutic results of allopathic over-the-counter medications, on the other hand, make them vulnerable to price pressure, restrictions on promotions, and growing customer demand for "natural" substitutes. The study draws attention to variations in pricing policies, promotional restrictions, consumer perception, and regulatory frameworks. Antihistamine, antipyretic, antitussive, and NSAID case comparisons show differences in adverse effects, adherence, and market share. For both herbal and allopathic over-the-counter marketers to be successful in the cutthroat healthcare industry, they must ultimately embrace flexible tactics, guarantee evidence-based claims, and cultivate consumer trust. For both industries to thrive sustainably, patient-centered strategies, innovation, and responsible promotion are crucial.

Keywords: Over-the-counter (OTC) medicines, Herbal products, Allopathic products, Consumer perception, Regulatory compliance, Marketing challenges

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INTRODUCTION

According to world health organization (WHO) “OTC medicines are drugs that are safe and effective for use by the general public without a prescription, for the treatment of minor health conditions or symptoms.” Over-the-counter (OTC) medicines are drugs considered safe and effective for treating minor health conditions without requiring a prescription¹. In India, any drug not listed as prescription-based is treated as OTC. Common uses include relief from colds, coughs, headaches, body pain, menstrual cramps, fever, and other minor ailments. They are intended for symptom relief and not as substitutes for prescription medicines².

Globally, cough and cold remedies dominate the OTC market, with demand rising during the COVID-19 era due to increased self-medication and reliance on e-commerce. Analgesics are highly used, particularly among adults and the elderly³. Medical and nursing students are the most frequent users of OTC medicines, often due to time and cost-saving factors, though awareness of proper usage, dosage, and risks is generally low. This lack of awareness highlights the need for public education on responsible self-medication to prevent misuse, delayed diagnosis of serious conditions, and adverse effects.

Examples include:

- Allopathic OTC: Paracetamol, Ibuprofen, Antacids, Cough syrups
- Herbal OTC: Triphala tablets, Ashwagandha capsules, Tulsi drops⁴

HERBAL OTC PRODUCTS

Because individuals are more concerned about maintaining their health, herbal therapy is becoming more and more popular. Ayurveda was the pioneer of herbal medicine in India, but it is not as well-liked there as it is in the West. According to this analysis, purchasing herbal medications over-the-counter (OTC) without a prescription has both benefits and drawbacks. They can be safe and helpful for small illnesses, but they can be dangerous if not regulated or prepared consistently. People must understand how to utilize over-the-counter herbal medications properly in order to ensure their safe and effective use.

Only 30% of herbal remedies in India are prescribed; the remaining 70% are over-the-counter.⁵

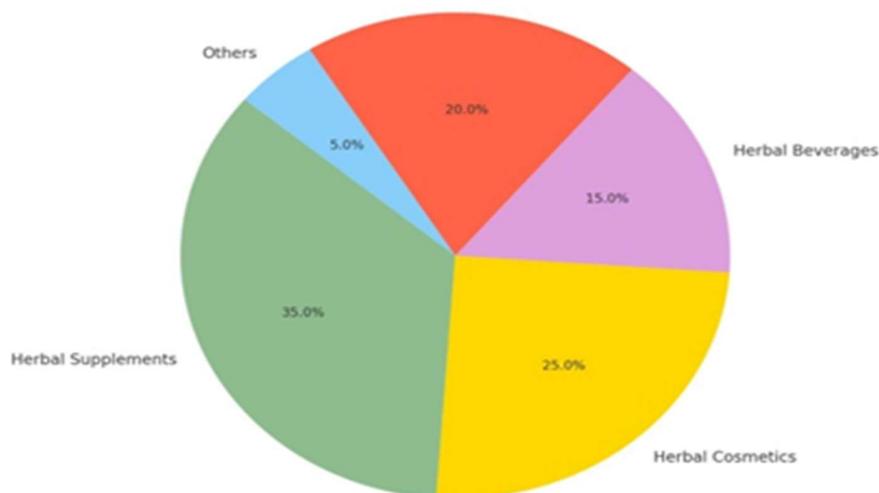


Figure 1: Herbal products market share by category

ALLOPATHIC OTC PRODUCTS

The majority of nations have a well-organized classification system for medications, including over-the-counter medications. There isn't a category like that in India. Regarding medications that can be sold without a prescription, those that can be advised by a pharmacist, and those that can only be sold with a prescription from a doctor, different stakeholders have differing knowledge and viewpoints (Indian Pharmaceutical Association, 2017). Retailers and pharmacists are frequently accused of giving out prescription drugs without a prescription, allowing people to buy any medication they choose. A prescription medication cannot be promoted over-the-counter if it is approved for certain indications that can only be identified and prescribed by a healthcare professional. Customers may discover the impact of medications on their physical health after using them to treat a certain condition. When a patient recovers or switches to a different medication since the first one did not work well, medications used to treat non chronic conditions are usually used up or thrown away.⁶

CONSUMER PERCEPTION AND AWARENESS ABOUT OTC PRODUCTS

In general, customers have a favorable opinion of over-the-counter (OTC) products. frequently considering them to be practical, economical, and efficient for treating minor illnesses. However, opinions differ according to accessibility, brand loyalty, and safety. When taken as prescribed, many customers think over-the-counter medications are just as safe and effective as prescription ones. OTC products are a practical way to self-treat minor health conditions because they are easily accessible and do not require a prescription.⁷

Herbal OTC products

There are differing opinions about herbal products; some people think they are effective, while

others contend that they lack scientific validation. They need accurate and trustworthy information about the herbal product's quality and safety. Alongside the market's expansion, there has been a higher increase in demand for herbal products and worldwide sales of herbal products.

More than 80% of the world's population uses herbal products to address their health care needs, particularly in low-income and developing nations. People trust herbal remedies because they are safe, high-quality, free of side effects, affordable, and culturally acceptable. Along with the beneficial effects of advertising, packaging, availability, and awareness of the herbal product, other elements such as product, pricing, place, and promotion, among others, have a significant role in affecting the customer's perception.⁸

Awareness

Herbal OTC products interact with other medications can have side effects and may not be suitable for everyone, Some herbal remedies can interfere with blood clotting, blood pressure. Public awareness campaigns can educate consumers about the importance of reading labels carefully, understanding the ingredients, and looking for quality certification like **TRADITIONAL HERBAL REGISTRATION (THR)**.

Allopathic products

The market is being driven by the growing number of senior people who suffer from a variety of illnesses, the prevalence of diseases among young people as a result of their daily lifestyle, the availability of these generic medications, their affordability, and rising patient awareness. Furthermore, generic medicine producers are becoming more conscious of the need for reasonably priced health solutions for those with poor eating habits. The industry is expanding due to the widespread use of online pharmacies and the digital accessibility of OTC medications. Taking drugs to treat ailments one has self-diagnosed without a prescription is known as self-medication.⁹

Awareness

multifaceted strategy combining producers, public education campaigns, regulatory agencies, and healthcare professionals is needed to raise awareness of OTC products. Giving customers accurate information to enable them to make safe and informed decisions is the aim. Awareness can be created by Public health campaigns, Pharmacist and Healthcare Professional Education, Digital and Online Platforms.

PRICING STRATEGIES FOR HERBAL AND ALLOPATHIC OTC PRODUCTS

The pricing of herbal and allopathic OTC (over-the-counter) products involves strategies that balance consumer accessibility, affordability, and company profitability. These strategies consider factors such as consumer demand, competition, regulation, production costs, and brand

positioning. Pharmacies use different pricing approaches to increase revenue and market share while ensuring long-term viability.

The main pricing tactics include:

Value-based pricing: Sets price based on perceived value, effectiveness, and safety of the medicine (commonly used for high-value treatments).

Cost-plus pricing: Adds a markup to production costs; ensures profitability but may not reflect actual patient value (common for generics).

Differential pricing: Sets different prices in different markets based on demand, competition, and purchasing power, balancing affordability and profitability.¹⁰

Allopathic OTC Products

Allopathic OTC products are often perceived as fast-acting, science-backed, and providing immediate relief for specific symptoms. Their efficacy is typically supported by clinical trials and a long history of use. This allows for pricing based on efficacy-driven value and a degree of premium pricing for well-established, trusted brands (e.g., popular pain relievers, antacids).

Pricing strategies for allopathic OTC products involve various approaches like penetration pricing, skimming pricing, Value-Based Pricing, Market segmentation pricing, to maximize revenue, ensure market access, and balance profitability with affordability.

Allopathic OTC Products involve significant R&D investments for drug discovery, clinical trials, and regulatory approvals, even for Rx-to-OTC switches. These costs are a major factor in their pricing, often leading to cost-plus pricing elements and the need to recoup large initial outlays.¹¹

Herbal OTC Products

Herbal OTC Products generally associated with natural ingredients, fewer side effects, holistic well-being, and preventive care. Their perceived efficacy might be based on traditional knowledge and unreliable evidence, though clinical validation is increasing. Pricing often reflects this "natural" and "safe" appeal, which can lead to value-based pricing if the brand effectively communicates these benefits. However, they can also be positioned as more affordable alternatives to allopathic options, especially for chronic or lifestyle-related conditions.

The pricing strategies for herbal OTC products involves various approaches like penetration pricing, value-based pricing, market segmentation.

Historically, R&D costs have been lower, often leveraging traditional knowledge. However, as the industry professionalizes and seeks scientific validation for efficacy and safety (e.g., developing standardized extracts, conducting clinical studies), R&D investments are increasing, which will put upward pressure on prices.

Table 1:

Pricing strategy	Allopathy OTC	HERBAL OTC
Cost plus competitive	Significant due to high R&D, manufacturing, and regulatory compliance costs. Extremely popular. A branded paracetamol versus another branded paracetamol, or against generics, are examples of direct competitors that are frequently used to benchmark prices. In low-differentiation, high-volume markets, severe price battles are typical.	Historically lower, but increasing with formalization and clinical validation efforts. more prevalent. In addition to directly competing with allopathic remedies for specific conditions, herbal brands also indirectly compete within their market (e.g., Patanjali vs. Himalaya). may be more affordable, although there are some high-end herbal brands available.
Value based	used for items that are different from the competition and have special advantages, quick action, or particular formulas (e.g., "max strength," "non-drowsy"). Marketing and branding that are effective highlight these distinctive value propositions.	Very important for premium herbal brands. Value is often derived from "natural," "safe," "holistic," "no side effects," and a connection to traditional wisdom. In order to support higher costs, brands spend money promoting these advantages.
skimming	Potential for truly unique OTC medications (such as a novel delivery method or a first-in-class OTC for a specific condition) Early adopters are the goal of the initial high price.	Less common, but might be applicable to new herbal formulations or ones that are positioned as novel remedies and supported by significant clinical data.
penetration	Employed for new entrants in a congested area to acquire market share quickly against existing competitors (e.g., a new generic OTC pain medication).	Often used by newer or smaller herbal brands to gain initial growth, particularly when they are competing on price.
psychological	Utilized widely (e.g., "\$99.99," "Buy One Get One Free"). Focuses on perceived deals and savings.	Also common. May emphasize "value packs" or bundle offers for long-term health regimens.
Product line	Common for different strengths, pack sizes, or specialized versions (e.g., "Day & Night" cold remedies, children's vs. adult versions).	Similar application, often seen with different formulations for specific issues within a brand's herbal portfolio (e.g., different types of Ayurvedic churna or balms).

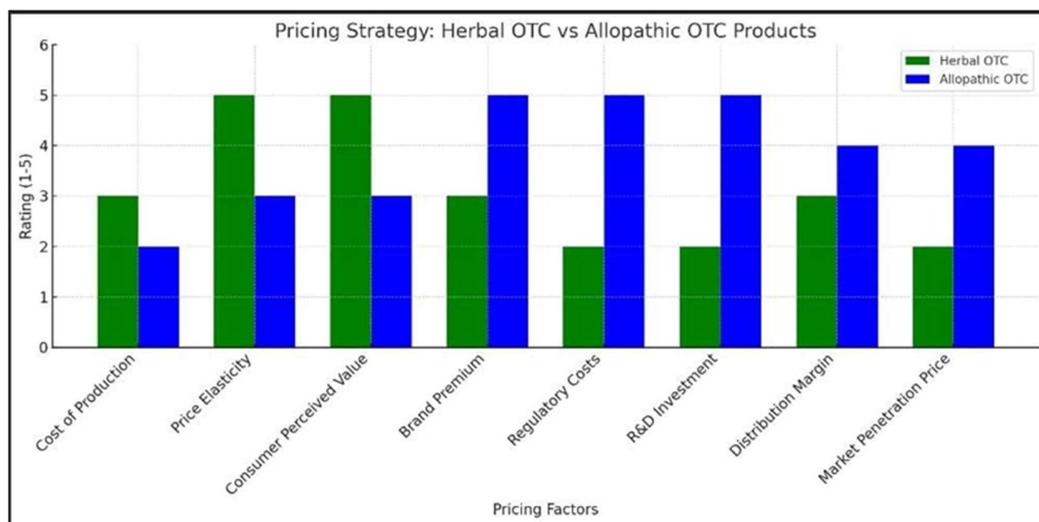


Figure 2: Graph representing pricing strategy of herbal v/s allopathic OTC products

PROMOTIONAL AND ADVERTISING RESTRICTIONS OTC PRODUCTS

In India, there are a number of laws and rules governing the promotion and advertising of OTC goods in order to protect the public and avoid false claims. These restrictions vary by country and region, but they generally aim to: Prevent misleading claims, Protect vulnerable populations, Promote safe use

Advertisements are meant for product *promotion* to an extent of even exaggerating the usefulness of the product. However, when the claims made by the manufacturer are false and detrimental to the consumers, the product advertisement becomes illegal. There are two categories of false and misleading advertisements. The first type of advertisements have the potential to cause consumers financial loss and mental harm since these advertisements infringe upon consumer's right to procure the right information and make an informed choice. The second type of advertisements are meant for marketing cures and promoting efficacy of questionable medications. These type of advertisements have a high potential to cause harm to consumer health.

Drug advertising has become a platform in India in recent years to promote false drug claims and exaggerate drug efficacy using movie stars as spokesperson. False advertising affects consumer health. The influence of advertisements on consumer choice is indisputable.

Promotion of OTC product refers the full range of marketing and communication initiatives used by producers to educate, convince, and remind consumers about their OTC medications in an effort to encourage purchase and repeated use.

Unlike prescription (Rx) drugs, which are primarily promoted to healthcare professionals, OTC products are directly marketed to the general public. This DTC approach is central to their promotion.

Herbal OTC Products

Herbal OTC products, often perceived as "natural" alternatives, may face additional scrutiny due to the lack of standardized dosing and the potential for unproven health claims. On the other hand, allopathic OTC products, which typically undergo more rigorous clinical testing and regulatory approval, are still subject to strict guidelines, particularly regarding the substantiation of health claims, side-effect disclosure, and comparative marketing.

To protect consumers from misleading or exaggerated claims, regulatory frameworks govern how these products can be advertised. These frameworks typically include truth in advertising, scientific validation of claims, balanced communication of benefits and risks, and restrictions on targeting vulnerable groups such as children or individuals with specific health conditions.

Specific restrictions for HERBAL (AYUSH) OTC products

The Drugs and Cosmetics Act, 1940 and Rules, 1945 (specifically provisions for ASU drugs):

Promotions are frequently required to display or make reference to any official AYUSH certifications or marks in order to establish credibility and meet regulatory requirements, while this is not technically a requirement. Lack of these could be interpreted as deceptive. Claims Based on Traditional books made for a lot of herbal items are based on references to them in reputable traditional books (e.g., ayurvedic pharmacopoeia). This should be appropriately reflected in advertisements, which can say "as per traditional texts" or "as mentioned in [specific text]".

Avoiding Unsupported "Miracle Cure" Claims where one of the main issues with AYUSH products is this. The Ministry of AYUSH aggressively keeps an eye out for and responds to deceptive ads that make inflated or unverified promises, particularly those that veer into the realm of "magic remedies" or make claims to treat illnesses included in the DMRA Act. No "Modern Drug" Claims without Proof unlike many traditional formulations, herbal medications must be supported by rigorous modern clinical trials in order to claim the same "fast-acting" or "scientifically proven" effects as allopathic drugs.

Ingredients & Purity: Natural origin, purity, and the particular herbs used are frequently highlighted in promotions; however, these statements need to be true and supported by evidence. For some AYUSH products, the warning "Caution- To be taken under medical supervision" applies: Like Schedule G, some conventional formulations may need this warning to limit public promotion if they include specific chemicals or are intended for particular purposes.

Allopathic OTC Products

All advertising must follow strict guidelines that include:

Substantiation of claims: All medical claims (e.g., "prevents cold symptoms") must be supported by clinical trials or scientific evidence.

Balanced presentation: Ads must mention possible side effects, warnings, and contraindications.

No misleading visual representation of effects (e.g., no "miraculous recovery" imagery).

Prohibition of endorsements from healthcare professionals unless explicitly authorized.

The Regulatory Body of allopathic OTC product in India is, the Central Drugs Standard Control Organization (CDSCO) governs OTC allopathic products. In the U.S., the FDA (Food and Drug Administration) regulates OTC medicines under the Federal Food, Drug, and Cosmetic Act. In the EU, Medicines and Healthcare products Regulatory Agency (MHRA) oversees OTC drugs.¹²

Specific Restrictions for ALLOPATHIC OTC Products:

The Drugs and Cosmetics Act, 1940 and Rules, 1945:

In India, OTC allopathic products are regulated under the Drugs and Cosmetics Act, 1940, and its rules. While there isn't a separate OTC policy, certain restrictions and guidelines govern their sale and marketing. These include restrictions based on drug schedules, labeling requirements, and the need for a pharmacist's presence for specific products.

The approved indications, dosage, and warnings on the product's official label and medicinal license must be strictly followed by all promotional statements. Advertising benefits or uses that have not been authorized by the drug authorities is prohibited.

Although DTC (direct-to-consumer) advertising of prescription-only medications is not specifically prohibited by law, it is a well-established industry practice and regulatory expectation that such advertisements not be made to the general public. By definition, DTC advertising is only allowed for OTC products.

Advertising should always encourage the safe and appropriate use of the medication, following the format of the "Drug Facts" label, which is the international standard that India is formally adopting. India is working to define over-the-counter medications more precisely. Advertising must adhere to these future precise criteria, and once established, there will probably be a "positive list" of components and items allowed for over-the-counter sale and promotion.

Common Advertising Restrictions for BOTH Herbal and Allopathic OTC Products:

The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (DMRA Act):

The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (DMRA) regulates drug advertising in India, prohibiting misleading promotions and the advertisement of "magic remedies" claiming miraculous cures. It bans advertisements for drugs treating serious illnesses like diabetes, cancer, and AIDS, aiming to protect public health from deceptive and harmful

claims. The Act encourages accurate, fair drug information, prevents targeting vulnerable groups, and promotes accountability within the pharmaceutical industry, thereby maintaining public trust. Enacted during rapid post-independence growth in healthcare, the DMRA was a necessary measure to curb unethical advertising practices that endangered health and consumer trust.

The Consumer Protection Act, 2019 (enforced by the Central Consumer Protection Authority - CCPA):

Section 2(28) of the Consumer Protection Act, 2019 defines a “misleading advertisement” as one that falsely describes a product or service, gives false guarantees, misleads consumers about its nature or quality, represents unfair trade practices, or deliberately hides important information. To protect consumers in e-commerce, the Consumer Protection (E-commerce) Rules, 2020 outline responsibilities and liabilities for e-commerce entities, including grievance redressal. The Central Consumer Protection Authority (CCPA), established on July 24, 2020, enforces consumer rights by addressing unfair trade practices and regulating misleading advertisements. It has issued over 300 notices and imposed penalties totaling Rs. 1.19 crore. In 2022, the CCPA issued guidelines detailing conditions for non-misleading advertisements, rules against bait and false free claims, and duties of manufacturers, advertisers, and endorsers, emphasizing due diligence and truthful endorsements based on genuine opinions. The CCPA protects consumer interests and public welfare by regulating false and unfair advertising practices.¹³

Advertising Standards Council of India (ASCI) Code:

The Advertising Standards Council of India (ASCI), established in 1985, promotes self-regulation in advertising to protect consumer interests. It enforces a Code for Self-Regulation that requires advertisements to be legal, decent, honest, truthful, not harmful, and fair in competition. ASCI is a voluntary, non-governmental body supported by reputable industry members including advertisers, media, and agencies.

The Code focuses on controlling ad content without restricting product sales, emphasizing truthful claims supported by evidence. Ads must not misuse references to individuals or institutions without permission, distort facts, mislead consumers, or exploit their trust or lack of knowledge. Exaggerated claims causing consumer disappointment are prohibited.¹⁴

Comparative analysis: allopathic and herbal OTC products

ANTI-HISTAMINE AGENTS

	Allopathic	Herbal
Name of the drug	LEVOCITIRIZINE	HISTANTIN
Name of the company	Cipla, Dr.Reddy's laboratory, healing pharma.	Kerala Ayurveda
Side Effects	Sedation, tiredness, weakness, sore throat, dry mouth etc,	Best to use this medicine under medical supervision, Take advice for its usage during pregnancy.
Patient compliance	Patient compliance with levocetirizine is generally good due to its once-daily dosing and minimal sedative effects. Patients appreciate its effectiveness in relieving allergy symptoms without causing drowsiness. However, adherence may be affected if side effects like dry mouth or headache occur.	Patient compliance with Histantin is generally good due to its effective relief from allergy symptoms with minimal side effects. Patients are advised to follow the prescribed dosage to avoid drowsiness or dry mouth. Clear instructions and counseling improve adherence to therapy.
Regulatory Challenges	Levo cetirizine was approved for oral use by prescription in may 2007 under the trade name XYZAL and approved for OTC use in January 2017.	Statements regarding dietary supplements have not been evaluated By the FDA.

ANTI-PYRETICS\ ANALGESICS AGENTS

	Allopathic	Herbal
Name of the drug	PARACETAMOL	DHATRAYADI CHURNA
Name of the company	Consumer health care, Meyer's organics pvt. Ltd.	Baidyanath, Dabur, Zandu etc,.
Side effects	Low blood pressure, constipation, nausea, vomiting.	Gastric irritation (if taken in excess), Diarrhea or loose stools, Nausea, Allergic reactions (like rash or itching, rarely)
Patient compliance	Dosing frequency, misunderstanding of dosing limits.	Patient compliance with Dhatryadi Churna is generally good due to its natural origin and traditional use. However, the bitter taste and need for regular dosing may affect adherence. Educating patients about its benefits can improve consistent use.
Regulatory Challenges	many regulatory bodies, such as the UK's MHRA and Australia's Therapeutic Goods Administration (TGA), have implemented restrictions on the number of tablets or capsules sold in a single pack, especially in non-pharmacy settings. This aims to limit the amount of medication available for a single overdose attempt.	Regulatory challenges for Dhatryadi Churna include ensuring consistent quality and standardization of herbal ingredients. Lack of stringent clinical trials and clear efficacy data can hinder regulatory approval. Additionally, variations in manufacturing practices may affect compliance with safety and labeling regulations.

ANTI- TUSSIVE \ COUGH SUPPRESENTS

	Allopathic	Herbal
Name of the drug	DEXTROMETHAPHAN	HERBION COUGH SYRUP
Name of the company	Cipla Ltd., Sun Pharmaceutical Industries Ltd., Macleods Pharmaceuticals Ltd., Torrent Pharmaceuticals Ltd., Zydus Cadila Healthcare Ltd.	Zandu Pharmaceuticals, Himalaya Herbal Healthcare, Dabur India Ltd., Baidyanath.
Side effects	Drowsiness or dizziness, Nausea or vomiting, Constipation, Confusion or nervousness, Stomach discomfort, Blurred vision (rare), High doses may cause hallucinations or euphoria (abuse potential).	Allergic reactions (rash, itching), Gastrointestinal discomfort (nausea, stomach upset), Drowsiness or dizziness, Dry mouth, Headache.
Patient compliance	Patient compliance with dextromethorphan is generally good due to its effectiveness in suppressing cough and availability in palatable formulations. However, drowsiness or dizziness may lead some patients to skip doses. Compliance can decrease if misused for its psychoactive effects, especially in adolescents.	Patient compliance with Herboin cough syrup is generally good due to its natural herbal ingredients and mild side effects. Clear instructions on dosage and timing improve adherence. However, taste and frequency of administration may affect some patients' willingness to continue treatment.
Regulatory challenges	Regulatory challenges for dextromethorphan include concerns about its misuse and abuse, particularly among adolescents, leading some countries to restrict over-the-counter sales. There is variability in classification across regions, with some treating it as a controlled substance. Ensuring proper labeling, dosage limits, and public awareness is crucial to maintain safe access while minimizing risks.	Regulatory challenges for Herboin cough syrup include ensuring compliance with Ayurvedic drug standards and obtaining proper approvals from authorities like AYUSH. Maintaining consistent quality and safety of herbal ingredients can be difficult due to natural variability. Additionally, clear labeling and evidence of efficacy are required to meet regulatory and consumer trust standards.

NON-STEROIDAL ANTI INNFLAMATORY DRUGS

	Allopathic	Herbal
Name of the drug	DICLOFINAC SOD.	HIMALAYA TURMERIC 95
Name of the company	Dr. Reddy's Laboratories Ltd, Troikaa Pharmaceuticals Ltd, Mapra Laboratories Pvt Ltd, Blue Cross Laboratories Ltd, Lekar Pharma Ltd, Mankind Pharma Ltd, Pharmaceuticals Pvt Ltd, Abbott	Himalaya Wellness Company
Side effects	Gastrointestinal issues – nausea, indigestion, abdominal pain, ulcers, bleeding., Cardiovascular risks – increased risk of heart attack or stroke (with long-term use), Kidney problems – reduced kidney function, fluid	Gastrointestinal discomfort – nausea, bloating, or diarrhea in some individuals. , Allergic reactions – rare, but may include rashes or itching., Lowered blood sugar – caution in diabetics or those on anti-diabetic medications., Blood thinning – may

	retention. ,Liver effects – elevated liver enzymes, rare cases of liver damage, Skin reactions – rash, itching, photosensitivity. CNS effects – dizziness, headache, drowsiness.	increase bleeding risk, especially with anticoagulant use. ,Gall bladder issues – may worsen symptoms in people with gallstones or bile duct obstruction.
Patient compliance	Patient compliance with diclofenac sodium can be affected by gastrointestinal side effects, especially with long-term use. Enteric-coated or sustained-release formulations help improve adherence. Proper patient education on dosage and food intake can also enhance compliance.	Patient compliance with Himalaya Turmeric 95 is generally good due to its natural origin and minimal side effects. Its once or twice daily dosing makes it convenient for long-term use. However, noticeable therapeutic effects may take time, which could affect adherence in some users.
Regulatory Challenges	Diclofenac sodium faces regulatory challenges due to its cardiovascular and gastrointestinal risk profile, especially with prolonged use. Several countries have issued warnings or restricted its use, particularly in high doses or among at-risk populations. Regulators also monitor its environmental impact, as diclofenac has been linked to ecological harm, notably in wildlife.	Himalaya Turmeric 95, being a herbal supplement, faces regulatory challenges in standardizing curcumin content and proving consistent quality across batches. It must comply with varying global regulations—like FDA guidelines in the U.S. for dietary supplements and AYUSH standards in India—which differ in clinical evidence and labeling requirements. Additionally, claims related to therapeutic benefits (e.g., anti-inflammatory or antioxidant effects) are closely monitored to prevent misleading marketing.

DISCUSSION

This project compares marketing challenges between herbal and allopathic OTC products, highlighting differences in consumer perception, pricing, promotion, and regulation. Herbal products are favored for being natural and having fewer side effects but face issues like limited production, slower effects, lack of standardization, and weaker scientific validation. Allopathic products have strong clinical evidence and regulatory support but face pricing pressures and demand for natural alternatives. Both play important roles in healthcare by improving access and reducing system burdens. Successful promotion requires balancing safety, efficacy, affordability, transparency, and regulatory compliance. Herbal remedies suit chronic and lifestyle conditions, while allopathy is preferred for serious diseases, with both systems having distinct safety profiles and uses.

CONCLUSION

Anti histamine agents

Levocetirizine, an allopathic antihistamine, commonly causes side effects like sedation, weakness, dry mouth, sore throat, exhaustion, and urine retention, and is authorized for both prescription and OTC use by multiple companies. In contrast, the herbal antihistamine histantin, produced by Kerala Ayurveda, reportedly has no adverse effects but lacks FDA review for its claims.

Anti pyretic agents

When using antipyretics Paracetamol, an allopathic medication, has serious adverse effects, such as low blood pressure and constipation. However, the herbal remedy (dhatrapadi churna) exhibits fewer adverse effects than the allopathic one. More than five companies have created allopathic products (like paracetamol), but fewer than three have produced herbal products. This could indicate that the product is difficult to use.

Anti Tussive agents

Antitussive drugs More than six companies make dextromethaphan, which has potentially major adverse effects, such as anxiety and clouded eyesight. Herbion cough syrups, which are made by three companies in particular, have less severe side effects than allopathic agents.

Non-steroidal Anti-inflammatory agents

The non-steroidal anti-inflammatory medications More than eight companies have manufactured the allopathic drug diclofenac sodium, which has potentially major adverse effects, including kidney issues, cardiovascular risk, and skin reactions like photosensitivity and itching. The herbal supplement Himalaya Turmeric 95, which is made by Himalaya Wellness Company, has adverse effects like allergic reactions. gallbladder problems.

According to the preceding description, marketing herbal products presents some marketing problems in comparison to allopathic products. Both herbal and allopathic over-the-counter marketers must concentrate on adaptive marketing techniques, evidence-based claims, and regulatory compliance in order to overcome these obstacles. For long-term success in the competitive OTC market environment, establishing trust and satisfying changing customer expectations are essential.

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