

OTC Healthcare in Vietnam to 2014

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Abstracts

Introduction

This databook provides key data and information on the OTC healthcare market in Vietnam. This report is a comprehensive resource for market, category and segment level data including value, distribution share and company & brand share.

Scope

- * Contains information on: analgesics, medicated skin product, topical OTC, traditional, indigestion, cough & cold, plasters & bandages, vitamins and first aid kits
- * Market, category and segment level information on value with historic (2004-09) and forecast (2010-14) data
- * Category level company and brand share as well as distribution share information for 2008 and 2009
- * Review of the top two companies within the OTC healthcare market, including company overview, key facts and business description

Highlights

The market for OTC healthcare in Vietnam increased at a compound annual growth rate of 6.9% between 2004 and 2009.

The traditional medicines category led the OTC healthcare market in Vietnam, accounting for a share of 20.8%.

Leading players in Vietnamese OTC healthcare market include Johnson & Johnson, Mediplantex pharmaceuticals and Bayer AG.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the OTC healthcare market in Vietnam
- * Design effective marketing and sales strategies by identifying key market categories and segments
- * Identify key players within the market to plan lucrative M&A, partnerships and agreements

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Summary category level: cough and cold preparations

Summary category level: indigestion preparations

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Summary category level: first aid kits

Summary category level: other OTC healthcare products

Summary category level: plasters & bandages

Summary category level: traditional medicines

Summary category level: vitamins and minerals

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