

Analgesics Market in Western Europe to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Analgesics Market in Western Europe (OTC Healthcare). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The analgesics category was valued at \$5,758.9m in 2009, representing a CAGR of 2.6% since 2004.

By the end of 2014, the analgesics category will be worth \$6,415.9m, with an expected

CAGR of 2.2% between 2009 and 2014.

The analgesics market was led by paracetamol (representing 48.7% of the total value) followed by other analgesics and aspirin, with a 19.6% and 17.5% market share, respectively. Ibuprofen accounts for the remaining 14.2% share.

Bayer AG is the market leader with a 16.8% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Analgesics Market in Western Europe (OTC Healthcare)

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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