

Cough and Cold Preparations in the BRIC (Brazil, Russia, India, China) Countries – Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the cough and cold preparations market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value by category, company and brand market shares, and distribution channels for the historic and forecast periods.

Scope

- * Contains information on five categories: mixtures, inhalers, lozenges, tablets and topical remedies.
- * Market and category level information on value with historic (2004-09) and forecast (2010-14) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

Brazil is home to the second largest cough and cold preparations market, led by tablets, while its lozenges category displays rapid growth.

Russia leads the cough and cold preparations market among the BRIC nations and is

set to be the most lucrative investment destination in future.

China is expected to exhibit nominal growth between 2009 and 2014.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the cough and cold preparations market in high growth / emerging nations
- * Identify key players within the cough and cold preparations market in Brazil, Russia, India and China to plan lucrative M&A, partnerships & agreements
- * Obtain insight into new product launches within the cough and cold preparations market in Brazil, Russia, India and China

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Brazil is home to the second largest cough and cold preparations market, led by tablets, while its lozenges category displays rapid growth

Russia leads the cough and cold preparations market among the BRIC nations and is set to be the most lucrative investment destination in future

China is expected to exhibit nominal growth between 2009 and 2014

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