

Cough and Cold Preparations Market in Vietnam to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Cough and Cold Preparations Market in Vietnam (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 cough and cold preparations category was valued at VND561,176.7m (\$34.4m) in 2009, representing a CAGR of 6.5% since 2004.

By the end of 2014, the cough and cold preparations category will be worth

VND712,695m (\$43.7m), with an expected CAGR of 4.9% between 2009 and 2014.

The cough and cold preparations market was led by mixtures (representing 33.1% of the total value) followed by tablets and lozenges, with a 25.5% and 23.1% market share, respectively. Inhalers and topical remedies constitute the remaining segments with a 9.2% and 9.1% market share, respectively.

Bayer AG is the market leader with a 19.6% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Cough and Cold Preparations Market in Vietnam (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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