

Indigestion Preparations Market in Argentina to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Indigestion Preparations Market in Argentina (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 indigestion preparations category was valued at ARS96.6m (\$30.7m) in 2009, representing a CAGR of 5.8% since 2004.

By the end of 2014, the indigestion preparations category will be worth ARS122.9m

(\$39.1m), with an expected CAGR of 4.9% between 2009 and 2014.

The indigestion preparations market was led by tablets (representing 49.5% of the total value), followed by mixtures, with a 30.6% share. Powders accounts for the remaining 19.9% share.

GlaxoSmithKline Plc is the market leader with a 31.6% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Indigestion Preparations Market in Argentina (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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