

Medicated Skin Products Market in South Africa to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Medicated Skin Products Market in South Africa (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 medicated skin products category was valued at ZAR308m (\$37.3m) in 2009, representing a CAGR of 6.4% since 2004.

By the end of 2014, the medicated skin products category will be worth ZAR390.4m

(\$47.3m), with an expected CAGR of 4.9% between 2009 and 2014.

The medicated skin products market was led by anti-fungals (representing 28.8% of the total value) followed by other medicated skin products and acne treatments, with a 21.2% and 17.1% market share, respectively. Disinfectants and anti-bacterials constitute the remaining segments with a 16.9% and 16.1% market share, respectively.

Environ Skin Care (Pty) Ltd is the market leader with a 17.2% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Medicated Skin Products Market in South Africa (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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