

# OTC Healthcare in Bulgaria to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the OTC healthcare market in Bulgaria. This report is a comprehensive resource for market, category and segment level data including value, distribution share and company & brand share.

### Scope

- \* Contains information on: analgesics, medicated skin product, topical OTC, traditional, indigestion, cough & cold, plasters & bandages, vitamins and first aid kits
- \* Market, category and segment level information on value with historic (2004-09) and forecast (2010-14) data
- \* Category level company and brand share as well as distribution share information for 2008 and 2009
- \* Review of the top two companies within the OTC healthcare market, including company overview, key facts and business description

### Highlights

The market for OTC healthcare in Bulgaria increased at a compound annual growth rate of 12.1% between 2004 and 2009.

The cough and cold preparations category led the OTC healthcare market in Bulgaria, accounting for a share of 24.4%.

Leading players in Bulgarian OTC healthcare market include Bayer AG, GlaxoSmithKline Plc and Actavis Group.

## **Reasons to Purchase**

- \* Develop business strategies by understanding the quantitative trends within the OTC healthcare market in Bulgaria
- \* 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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Summary category level: indigestion preparations

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Summary category level: other OTC healthcare products

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