

OTC Healthcare in Eastern Europe – Product Launch Quarterly

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Abstracts

Introduction

Datamonitor's OTC Healthcare in Eastern Europe – Product Launch Quarterly provides a complete guide to new product launches in the Eastern Europe OTC Healthcare market in Q3 2010. This report provides product information in terms of # SKUs, and includes detailed data on Package Type, Package Material, Description, Package Tags, Ingredients, Shelving, Innovation and Flavor/Fragrance. This report also provides an overview of the OTC Healthcare market in the Eastern Europe, with data from 2004 to 2009 and forecasts to 2014.

Scope

- OTC Healthcare in Eastern Europe - New product SKUs by country and category
- OTC Healthcare in Eastern Europe - New product SKUs by manufacturer
- OTC Healthcare in Eastern Europe - New product by pack type and materials
- OTC Healthcare in Eastern Europe – New Product descriptions

Highlights

- 67 product SKUs launched in the Eastern Europe OTC Healthcare market
- Medicated skin products is the leading category in the Eastern Europe OTC Healthcare market
- Kompaniya Plastek is the leading manufacturer of new OTC Healthcare products in Eastern Europe

Reasons to Purchase

- Tracking your competitors latest innovations (and trends)
- Determine product innovation patterns by studying the characteristics of innovation activity in the Eastern Europe OTC Healthcare market
- Analyze trends in product development over time

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67 PRODUCT SKUS LAUNCHED IN THE EASTERN EUROPE OTC HEALTHCARE MARKET

Medicated skin products is the leading category in the Eastern Europe OTC Healthcare market

Kompaniya Plastek is the leading manufacturer of new OTC Healthcare products in Eastern Europe

Boxes was the dominant packing type among the new products launched in the Eastern Europe OTC Healthcare market

Majority of the products launched in the OTC Healthcare market used plastic as the package material

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