

OTC Healthcare in Eastern Europe to 2014

<https://marketpublishers.com/r/O4A472DA1DEEN.html>

Date: July 2010

Pages: 127

Price: US\$ 495.00 (Single User License)

ID: O4A472DA1DEEN

Abstracts

Introduction

This databook provides key data and information on the OTC healthcare market covering 11 countries in Eastern Europe. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

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 and volume with historic (2004-09) and forecast (2010-14) data

* Category level company 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 Eastern Europe increased at a compound annual growth rate of 6.7% between 2004 and 2009.

The traditional medicines category led the OTC healthcare market in Eastern Europe, accounting for a share of 19.3%.

The leading players in the Eastern European OTC healthcare market include GlaxoSmithKline Plc, Johnson & Johnson and Ranbaxy Laboratories Limited.

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the OTC healthcare market in Eastern Europe
- * 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

Contents

CHAPTER 1 EXECUTIVE SUMMARY

Summary market level: OTC healthcare

Summary category level: analgesics

Summary category level: topical OTC medicines

Summary category level: cough and cold preparations

Summary category level: indigestion preparations

Summary category level: medicated skin products

Summary category level: first aid kits

Summary category level: other OTC healthcare products

Summary category level: plasters & bandages

Summary category level: traditional medicines

Summary category level: vitamins and minerals

CHAPTER 2 INTRODUCTION

What is this report about?

How to use this report

Market definition

CHAPTER 3 OVERVIEW

Value Analysis

CHAPTER 4 EASTERN EUROPE OTC HEALTHCARE: MARKET OVERVIEW

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 5 LEADING COMPANY PROFILES

GlaxoSmithKline Plc

Johnson & Johnson

CHAPTER 6 CATEGORY ANALYSIS: ANALGESICS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 7 CATEGORY ANALYSIS: TOPICAL OTC MEDICINES

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 8 CATEGORY ANALYSIS: COUGH AND COLD PREPARATIONS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 9 CATEGORY ANALYSIS: INDIGESTION PREPARATIONS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 10 CATEGORY ANALYSIS: MEDICATED SKIN PRODUCTS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 11 CATEGORY ANALYSIS: FIRST AID KITS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 12 CATEGORY ANALYSIS: OTHER OTC HEALTHCARE PRODUCTS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 13 CATEGORY ANALYSIS: PLASTERS & BANDAGES

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 14 CATEGORY ANALYSIS: TRADITIONAL MEDICINES

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 15 CATEGORY ANALYSIS: VITAMINS AND MINERALS

Value analysis (US Dollar), 2004-09

Value analysis (US Dollar), 2009-14

Company share analysis

Distribution analysis

CHAPTER 16 RESEARCH METHODOLOGY

Methodology overview

Secondary research

Market modeling

Creating an initial data model

Revising the initial data model

Creating a final estimate

Creating demographic value splits

Primary research
Data finalization
Ongoing research

CHAPTER 17 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Figures

LIST OF FIGURES

- Figure 1: OTC healthcare, Eastern Europe, value by category (\$m), 2004-14
- Figure 2: OTC healthcare, Eastern Europe, category growth comparison, by value, 2004-14
- Figure 3: OTC healthcare, Eastern Europe, company share (top five companies) by value (%), 2008-09
- Figure 4: OTC healthcare, Eastern Europe, distribution channels by value (%), 2008-09
- Figure 5: Analgesics, Eastern Europe, value by segment (\$m), 2004-14
- Figure 6: Analgesics, Eastern Europe, category growth comparison, by value, 2004-14
- Figure 7: Analgesics, Eastern Europe, company share (top five companies) by value (%), 2008-09
- Figure 8: Analgesics, Eastern Europe, distribution channels by value (%), 2008-09
- Figure 9: Topical OTC medicines, Eastern Europe, value by segment (\$m), 2004-14
- Figure 10: Topical OTC medicines, Eastern Europe, category growth comparison, by value, 2004-14
- Figure 11: Topical OTC medicines, Eastern Europe, company share (top five companies) by value (%), 2008-09
- Figure 12: Topical OTC medicines, Eastern Europe, distribution channels by value (%), 2008-09
- Figure 13: Cough and cold preparations, Eastern Europe, value by segment (\$m), 2004-14
- Figure 14: Cough and cold preparations, Eastern Europe, category growth comparison, by value, 2004-14
- Figure 15: Cough and cold preparations, Eastern Europe, company share (top five companies) by value (%), 2008-09
- Figure 16: Cough and cold preparations, Eastern Europe, distribution channels by value (%), 2008-09
- Figure 17: Indigestion preparations, Eastern Europe, value by segment (\$m), 2004-14
- Figure 18: Indigestion preparations, Eastern Europe, category growth comparison, by value, 2004-14
- Figure 19: Indigestion preparations, Eastern Europe, company share (top five companies) by value (%), 2008-09
- Figure 20: Indigestion preparations, Eastern Europe, distribution channels by value (%), 2008-09
- Figure 21: Medicated skin products, Eastern Europe, value by segment (\$m), 2004-14
- Figure 22: Medicated skin products, Eastern Europe, category growth comparison, by

value, 2004-14

Figure 23: Medicated skin products, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 24: Medicated skin products, Eastern Europe, distribution channels by value (%), 2008-09

Figure 25: First aid kits, Eastern Europe, value (\$m), 2004-14

Figure 26: First aid kits, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 27: First aid kits, Eastern Europe, distribution channels by value (%), 2008-09

Figure 28: Other OTC healthcare products, Eastern Europe, value by segment (\$m), 2004-14

Figure 29: Other OTC healthcare products, Eastern Europe, category growth comparison, by value, 2004-14

Figure 30: Other OTC healthcare products, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 31: Other OTC healthcare products, Eastern Europe, distribution channels by value (%), 2008-09

Figure 32: Plasters & bandages, Eastern Europe, value by segment (\$m), 2004-14

Figure 33: Plasters & bandages, Eastern Europe, category growth comparison, by value, 2004-14

Figure 34: Plasters & bandages, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 35: Plasters & bandages, Eastern Europe, distribution channels by value (%), 2008-09

Figure 36: Traditional medicines, Eastern Europe, value (\$m), 2004-14

Figure 37: Traditional medicines, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 38: Traditional medicines, Eastern Europe, distribution channels by value (%), 2008-09

Figure 39: Vitamins and minerals, Eastern Europe, value by segment (\$m), 2004-14

Figure 40: Vitamins and minerals, Eastern Europe, category growth comparison, by value, 2004-14

Figure 41: Vitamins and minerals, Eastern Europe, company share (top five companies) by value (%), 2008-09

Figure 42: Vitamins and minerals, Eastern Europe, distribution channels by value (%), 2008-09

Figure 43: Annual data review process

List Of Tables

LIST OF TABLES

Table 1: OTC healthcare category definitions

Table 2: OTC healthcare distribution channels

Table 3: OTC healthcare, Eastern Europe, value (country-wise), 2004-09 (\$m)

Table 4: OTC healthcare, Eastern Europe, value (country-wise) forecast, 2009-14 (\$m)

Table 5: OTC healthcare, Eastern Europe, value by category (\$m), 2004-09

Table 6: OTC healthcare, Eastern Europe, value forecast by category (\$m), 2009-14

Table 7: OTC healthcare, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 8: OTC healthcare, Eastern Europe, value by company (\$m), 2008-09

Table 9: OTC healthcare, Eastern Europe, distribution channels by value (%), 2008-09

Table 10: OTC healthcare, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 11: GlaxoSmithKline Plc key facts

Table 12: Johnson & Johnson key facts

Table 13: Analgesics, Eastern Europe, value by segment (\$m), 2004-09

Table 14: Analgesics, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 15: Analgesics, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 16: Analgesics, Eastern Europe, value by company (\$m), 2008-09

Table 17: Analgesics, Eastern Europe, distribution channels by value (%), 2008-09

Table 18: Analgesics, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 19: Topical OTC medicines, Eastern Europe, value by segment (\$m), 2004-09

Table 20: Topical OTC medicines, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 21: Topical OTC medicines, Eastern Europe, company share by value (%), 2008-09

Table 22: Topical OTC medicines, Eastern Europe, value by company (\$m), 2008-09

Table 23: Topical OTC medicines, Eastern Europe, distribution channels by value (%), 2008-09

Table 24: Topical OTC medicines, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 25: Cough and cold preparations, Eastern Europe, value by segment (\$m), 2004-09

Table 26: Cough and cold preparations, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 27: Cough and cold preparations, Eastern Europe, company share by value (%), 2008-09

2008-09

Table 28: Cough and cold preparations, Eastern Europe, value by company (\$m),

2008-09

Table 29: Cough and cold preparations, Eastern Europe, distribution channels by value (%), 2008-09

Table 30: Cough and cold preparations, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 31: Indigestion preparations, Eastern Europe, value by segment (\$m), 2004-09

Table 32: Indigestion preparations, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 33: Indigestion preparations, Eastern Europe, company share by value (%), 2008-09

Table 34: Indigestion preparations, Eastern Europe, value by company (\$m), 2008-09

Table 35: Indigestion preparations, Eastern Europe, distribution channels by value (%), 2008-09

Table 36: Indigestion preparations, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 37: Medicated skin products, Eastern Europe, value by segment (\$m), 2004-09

Table 38: Medicated skin products, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 39: Medicated skin products, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 40: Medicated skin products, Eastern Europe, value by company (\$m), 2008-09

Table 41: Medicated skin products, Eastern Europe, distribution channels by value (%), 2008-09

Table 42: Medicated skin products, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 43: First aid kits, Eastern Europe, value (\$m), 2004-09

Table 44: First aid kits, Eastern Europe, value forecast (\$m), 2009-14

Table 45: First aid kits, Eastern Europe, company share by value (%), 2008-09

Table 46: First aid kits, Eastern Europe, value by company (\$m), 2008-09

Table 47: First aid kits, Eastern Europe, distribution channels by value (%), 2008-09

Table 48: First aid kits, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 49: Other OTC healthcare products, Eastern Europe, value by segment (\$m), 2004-09

Table 50: Other OTC healthcare products, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 51: Other OTC healthcare products, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 52: Other OTC healthcare products, Eastern Europe, value by company (\$m), 2008-09

Table 53: Other OTC healthcare products, Eastern Europe, distribution channels by value (%), 2008-09

Table 54: Other OTC healthcare products, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 55: Plasters & bandages, Eastern Europe, value by segment (\$m), 2004-09

Table 56: Plasters & bandages, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 57: Plasters & bandages, Eastern Europe, company share by value (%), 2008-09

Table 58: Plasters & bandages, Eastern Europe, value by company (\$m), 2008-09

Table 59: Plasters & bandages, Eastern Europe, distribution channels by value (%), 2008-09

Table 60: Plasters & bandages, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 61: Traditional medicines, Eastern Europe, value (\$m), 2004-09

Table 62: Traditional medicines, Eastern Europe, value forecast (\$m), 2009-14

Table 63: Traditional medicines, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 64: Traditional medicines, Eastern Europe, value by company (\$m), 2008-09

Table 65: Traditional medicines, Eastern Europe, distribution channels by value (%), 2008-09

Table 66: Traditional medicines, Eastern Europe, value by distribution channel (\$m), 2008-09

Table 67: Vitamins and minerals, Eastern Europe, value by segment (\$m), 2004-09

Table 68: Vitamins and minerals, Eastern Europe, value forecast by segment (\$m), 2009-14

Table 69: Vitamins and minerals, Eastern Europe, company share (top 20 companies) by value (%), 2008-09

Table 70: Vitamins and minerals, Eastern Europe, value by company (\$m), 2008-09

Table 71: Vitamins and minerals, Eastern Europe, distribution channels by value (%), 2008-09

Table 72: Vitamins and minerals, Eastern Europe, value by distribution channel (\$m), 2008-09

I would like to order

Product name: OTC Healthcare in Eastern Europe to 2014

Product link: <https://marketpublishers.com/r/O4A472DA1DEEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O4A472DA1DEEN.html>