

OTC Healthcare in Western Europe – Product Launch Quarterly

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Abstracts

Introduction

Datamonitor's OTC Healthcare in Western Europe – Product Launch Quarterly provides a complete guide to new product launches in the Western 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 Western Europe, with data from 2004 to 2009 and forecasts to 2014.

Scope

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

Highlights

- 243 product SKUs launched in the Western Europe OTC Healthcare market
- Vitamins and minerals is the leading category in the Western Europe OTC Healthcare market
- Martinez Nieto, S.A. is the leading manufacturer of new OTC Healthcare products in Western Europe

Reasons to Purchase

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

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243 PRODUCT SKUS LAUNCHED IN THE WESTERN EUROPE OTC HEALTHCARE MARKET

Vitamins and minerals is the leading category in the Western Europe OTC Healthcare market

Martinez Nieto, S.A. is the leading manufacturer of new OTC Healthcare products in Western Europe

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

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

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