

OTC Healthcare in Western Europe to 2014

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Abstracts

Introduction

This databook provides key data and information on the OTC healthcare market covering 17 countries in Western 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 skinproduct,topicalOTC,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 Western Europe increased at a compound annual growth rate of 2.3% between 2004 and 2009.

The cough and cold preparations category led the OTC healthcare market in Western Europe, accounting for a share of 18.5%.

The leading players in the Western European OTC healthcare market include Johnson & Johnson, Bayer AG and GlaxoSmithKline Plc.

Reasons to Purchase

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

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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

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