

Plasters and Bandages Market in China to 2014 (OTC Healthcare)

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Abstracts

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Introduction

This databook provides key data and information on the Plasters and Bandages Market in China (OTC Healthcare). This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2003-2008) and forecast (2009-2013) data

Category level company and brand share as well as distribution share information for 2007 and 2008

Highlights

The plasters & bandages category was valued at CNY4,306.9m (\$619.8m) in 2009, representing a CAGR of 4.2% since 2004.

By the end of 2014, the plasters & bandages category will be worth CNY5,170.5m

(\$744.1m), with an expected CAGR of 3.7% between 2009 and 2014.

The plasters & bandages market was led by adhesive bandages/plasters (representing 71.1% of the total value) followed by first aid tape and gauze pads/rolled gauze, with an 18.8% and 8.6% market share, respectively. Other tape or bandage accounts for the remaining 1.6% share.

3M is the market leader with a 6.4% share of the market.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the Plasters and Bandages Market in China (OTC Healthcare)

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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