

RBC Life Sciences Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/RBF78E2AF65BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: RBF78E2AF65BEN

Abstracts

RBC Life Sciences Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between RBC Life Sciences Inc. and its competitors. This provides our Clients with a clear understanding of RBC Life Sciences Inc. position in the [Consumer Products](#) Industry.

The report contains detailed information about RBC Life Sciences Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for RBC Life Sciences Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The RBC Life Sciences Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes RBC Life Sciences Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of RBC Life Sciences Inc. business.

About RBC Life Sciences Inc.

RBC Life Sciences, Inc. engages in the marketing and distribution of nutritional supplements and personal care products in the U.S. and Canada. The company's product line is marketed under the 'RBC Life' brand name and may be categorized as: wellness products, fitness products, and skin care products. The product line includes herbal formulas, vitamins, minerals, antioxidants and skin, hair and body care products.

Products

The Nutritional Products segment markets nutritional supplements and personal care products under the RBC Life brand name. The Medical Products segment markets wound care products under the MPM Medical brand name.

Nutritional Products segment

The company markets a line of approximately 75 nutritional supplements and personal care products, including herbs, vitamins and minerals, as well as natural skin, hair and body care products. These products may be categorized as: wellness products, fitness products, and skin care products. Featured products include Microhydrin and Microhydrin Plus –broad-spectrum antioxidants; NeuroBright – introduced in August

2009, this product supports healthy brain function and enhances energy and acuity; Organic spirulina – sold in powder, tablet, capsule, and in combination with other ingredients, bar forms, a nutritious algae that provides a range of vital nutrients and a percentage of digested protein than meat; OliViva – made from freshly harvested olive leaves, an antioxidant beverage that supports the immune system, increases energy and supports the cardiovascular system; ColoVada Plus – a fourteen-day colon cleansing program; HydraCel – a product that improves the quality of drinking water by reducing surface tension for increased hydration and making water more alkaline; 24 Seven – a daily multivitamin/mineral supplement; Immune 360 – a product to nourish and support the function of the immune system; Digestion Formula – a combination of digestive enzymes to supplement the decline of enzymes that naturally occurs with aging; and Cellution 7 – a science-based skin care product collection that incorporates ingredients.

The company's primary products are antioxidant products marketed under the trade names Microhydrin and Microhydrin Plus. Its finished products are produced according to its specifications and/or formulas by manufacturers and suppliers that the company does not control.

Medical Products segment

The company's Medical Products are produced according to its specifications and/or formulas by manufacturers and suppliers. The company markets a line of approximately 28 wound care products. Certain wound care products are for the treatment and healing of wounds such as pressure ulcers, leg ulcers, cuts, burns and abrasions. These products include cleansers, dressings, hydrogels, calcium alginates, moisture barriers, antimicrobials and a hydrogel wound dressing with Lidocaine. The company distributes wound care products primarily in the U.S. to hospitals, nursing homes, clinics, pharmacies and home health care agencies.

Suppliers

The company contracts with third-party manufacturers and suppliers, such as Progressive Laboratories, Inc., Brady Precision Converting, LLC, Merical Vita-Pak, Inc. and Pacific Nutritional, Inc.

History

The company was founded in 1988. It was formerly known as Royal BodyCare, Inc. and

changed its name to RBC Life Sciences, Inc. in 2006.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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