

# ApiVita SA in Consumer Health (Greece)

<https://marketpublishers.com/r/A999CD5931BEN.html>

Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A999CD5931BEN

## Abstracts

The previous strong growth momentum in herbal/traditional products in Greece slowed down towards the end of the review period due to the deep economic recession which now persists in Greece. In response, ApiVita continues to focus on the relaunch of its product lines and the launch of new offerings with competitive pricing in a bid to build and maintain its value share in herbal/traditional products in Greece. The company aims to strengthen brand loyalty by revitalising its environmentally...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

APIVITA SA IN CONSUMER HEALTH (GREECE)

Euromonitor International

April 2013

Strategic Direction

Key Facts

Summary 1 ApiVita SA: Key Facts

Summary 2 ApiVita SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 ApiVita SA: Competitive Position 2012

## I would like to order

Product name: ApiVita SA in Consumer Health (Greece)

Product link: <https://marketpublishers.com/r/A999CD5931BEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A999CD5931BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970