

# Bayer Vital GmbH in Consumer Health (Germany)

<https://marketpublishers.com/r/B9AEFFF731CEN.html>

Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B9AEFFF731CEN

## Abstracts

As one of the leading players in consumer health in Germany, Bayer Vital continues to focus on innovation and new product development as one of its main pillars of growth. In addition, further investment in the ongoing integration of previously acquired Merck brands and products is planned. Bayer therefore aims to optimise and enhance its product portfolio so as to provide German consumers with a wide range of individual medical solutions suited to their specific needs.

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 and Wellbeing.

**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

Strategic Direction

Key Facts

Summary 1 Bayer Vital GmbH: Key Facts

Competitive Positioning

Summary 2 Bayer Vital GmbH: Competitive Position 2016

## I would like to order

Product name: Bayer Vital GmbH in Consumer Health (Germany)

Product link: <https://marketpublishers.com/r/B9AEFFF731CEN.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/B9AEFFF731CEN.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