

## Bayer AG in Consumer Health (World)

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Bayer AG, the third largest consumer health company in the world in 2016, continues its strong performance in over-the-counter (OTC) drugs. The company's acquisition of Merck & Co in 2014 added important brands such as Claritin to Bayer's portfolio, and further solidified Bayer's strength in developed markets such as Western Europe and the US. Bolstered by well-known brands, Bayer is looking to merge with US agriculture giant Monsanto; a move which, if approved, would dramatically increase...

Euromonitor International's Bayer AG in Consumer Health (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**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.

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