

# Boehringer Ingelheim GmbH in Consumer Health (World)

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## Abstracts

Despite some stars in its portfolio Boehringer Ingelheim has struggled to maintain pace with the industry's top players. The company ended 2014 outside the global top 10 for the 3rd year in a row. It will need to redouble its efforts to expand its top brands into new categories and establish a more balanced geographic footprint in order to correct its recent global market share slides, particularly in the face of renewed competitive pressure from recent large-scale consolidation in consumer heal...

Euromonitor International's *Boehringer Ingelheim GmbH 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 OTC Healthcare, 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.

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