

# Boehringer Ingelheim GmbH in Consumer Health (World)

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Date: June 2013

Pages: 31

Price: US\$ 520.00 (Single User License)

ID: BCE7321FDE0EN

## Abstracts

Boehringer Ingelheim is one of the consumer health industry's 10 largest producers by sales (RSP). The company has broad category and market exposure, which has enabled it to grow steadily despite the recent global economic turmoil. Compared to many of its more prescription-focused competitors, the company is staunchly committed to consumer health. However, it remains to be seen if Boehringer Ingelheim's organic-only growth model can remain competitive in the face of increasing consolidation.

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 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.

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