

Boehringer Ingelheim in Consumer Health (Global)

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Abstracts

Boehringer Ingelheim is a German-based, family-owned pharmaceutical company with a strong position in consumer health. While other major pharmaceutical companies, such as Bristol-Myers Squibb, are reducing their commitment to consumer products, Boehringer Ingelheim is looking to build its presence.

Euromonitor International's *Boehringer Ingelheim in Consumer Health (Global) 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, Child-Specific Consumer Health, Herbal/Traditional Products, OTC, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

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

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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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