

Bristol-Myers Squibb Co in Consumer Health (Global)

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Abstracts

Bristol-Myers Squibb Co, a US-based producer of pharmaceutical and consumer health products, is making increasingly definite steps away from consumer health in order to re-position itself as a bio-pharma player. This has seen sales and share fall in a number of global markets, thanks to a mix of disposals and lack of investment. However, there remain solid opportunities in the product areas and geographies that the company still holds. Whether BMS will pursue these remains to be seen.

Euromonitor International's Bristol-Myers Squibb Co 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, 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 Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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