

Calming and Sleeping in Costa Rica

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Abstracts

While calming and sleeping remains a small consumer health category in Costa Rica, as most products are sold as prescription drugs, the demand for related products that help people to sleep, such as muscle relaxants, continue to rise. While there is a risk of over-medicating with calming and sleeping products, due to the dangers of creating dependency on these drugs, rising levels of stress and anxiety continue to encourage consumers to visit chemists/pharmacies for solutions to sleeping...

Euromonitor International's Calming and Sleeping in Costa Rica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Calming and Sleeping 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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Increased Competition and Macroeconomic Stability See Steady Value Growth

Segmentation and Added-value Features Drive New Product Development

International Players Continue To Dominate Sales

Chemists/pharmacies Is the Key Distribution Channel

New Active Ingredients Are Set To Boost Sales Over the Forecast Period

Key Trends and Developments

Economic Concern Puts Pressure on Sales of Added-value Products

Hectic Lifestyles Increase the Incidence of Stress-related Illnesses

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