

Calming and Sleeping in Hong Kong, China

<https://marketpublishers.com/r/CBB86FA9937EN.html>

Date: May 2015

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: CBB86FA9937EN

Abstracts

Sleep disorders and sleep deprivation are common problem among students, working adults and the elderly with one third of the population estimated to sleep less than seven hours per day, according to a survey conducted by Department of Health in 2011. Rising number of consumers suffering from anxiety, mood disorders and depression in Hong Kong were the main factors of insomnia.

Euromonitor International's Calming and Sleeping in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Calming and Sleeping: Value 2009-2014

Table 2 Sales of Calming and Sleeping: % Value Growth 2009-2014

Table 3 NBO Company Shares of Calming and Sleeping: % Value 2010-2014

Table 4 LBN Brand Shares of Calming and Sleeping: % Value 2011-2014

Table 5 Forecast Sales of Calming and Sleeping: Value 2014-2019

Table 6 Forecast Sales of Calming and Sleeping: % Value Growth 2014-2019

Hin Sang Hong Co Ltd in Consumer Health (hong Kong, China)

Strategic Direction

Key Facts

Summary 1 Hin Sang Hong Co Ltd: Key Facts

Summary 2 Hin Sang Hong Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Hin Sang Hong Co Ltd: Competitive Position 2014

Vita Green Health Products Co Ltd in Consumer Health (hong Kong, China)

Strategic Direction

Key Facts

Summary 4 Vita Green Health Products Co Ltd: Key Facts

Summary 5 Vita Green Health Products Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 6 Vita Green Health Products Co Ltd: Competitive Position 2014

Executive Summary

Consumer Health Shows Signs of Maturity

Consumers Take the Initiative in Maintaining and Resolving Health Issues

Local Consumer Health Players Gain Increasing Share

Parapharmacies/drugstores Outperform Direct Selling

Weaker Prospects in Forecast Period

Key Trends and Developments

Decline in Chinese Tourist Arrivals Leads To Economic Slowdown

Preventive Supplements and All-natural Ingredients Are Key Engines of Growth
Stringent Legislation As Consumers Demand Clear Labelling

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value
2009-2014

Table 8 Life Expectancy at Birth 2009-2014

Market Data

Table 9 Sales of Consumer Health by Category: Value 2009-2014

Table 10 Sales of Consumer Health by Category: % Value Growth 2009-2014

Table 11 NBO Company Shares of Consumer Health: % Value 2010-2014

Table 12 LBN Brand Shares of Consumer Health: % Value 2011-2014

Table 13 Distribution of Consumer Health by Format: % Value 2009-2014

Table 14 Distribution of Consumer Health by Format and Category: % Value 2014

Table 15 Forecast Sales of Consumer Health by Category: Value 2014-2019

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth
2014-2019

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Sources

Summary 7 Research Sources

I would like to order

Product name: Calming and Sleeping in Hong Kong, China

Product link: <https://marketpublishers.com/r/CBB86FA9937EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CBB86FA9937EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970