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Calming and Sleeping in Romania

https://marketpublishers.com/r/CB0C6775382EN.html
Date: June 2015
Pages: 19
Price: US$ 990.00 (Single User License)
ID: CB0C6775382EN

Abstracts

Consumers in Romania have become increasingly prudent in self-treatment with calming and sleeping products, due to an awareness-raising campaign about the side-effects of regular treatment with standard calming and sleeping products. The majority of standard calming and sleeping products are thus sold only as Rx drugs. Nevertheless, category sales experienced stable growth, after rising by 10% in 2014, due to the growing preference for plant-based calming and sleeping products perfectly...

Euromonitor International's Calming and Sleeping in Romania 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.

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