

Competitive Implications of Bayer's Acquisition of Merck & Co Inc's Consumer Health Portfolio

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Abstracts

Bayer AG has long been one of the consumer health industry's largest players. With the 2014 acquisition of Merck & Co Inc's consumer division, it has taken a significant step towards expanding into the markets and categories that may help it accomplish its goal of becoming the industry leader. However, as the competitive landscape continues to shift, the company may be forced to re-evaluate its portfolio and seek yet more deals to maintain growth moving forward.

Euromonitor International's Competitive Implications of Bayer's Acquisition of Merck & Co Inc's Consumer Health Portfolio 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.

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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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