

Consumer Health in Iran

<https://marketpublishers.com/r/C47F785B908EN.html>

Date: September 2016

Pages: 74

Price: US\$ 2,650.00 (Single User License)

ID: C47F785B908EN

Abstracts

With improvements in the standard of living, demand for consumer health products has enjoyed impressive growth in Iran in recent years. With the emergence of multinationals companies and their premium quality products, domestic suppliers have had to improve the quality and packaging of their products to prevent losses in value share. Overall, due to relatively low per capita consumption in almost all categories, relatively high value growth rates have been achieved in recent years. It is importa...

Euromonitor International's Consumer Health in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

Underdeveloped Consumer Health Industry Demonstrates Untapped Opportunities

Price Stabilisation Brings An End To Inflation Shocks in 2016

Multinational Companies Help To Reshape Vitamins and Dietary Supplements

Chemists/pharmacies Continues To Dominate Consumer Health Distribution

Promising Performance Is Expected for Consumer Health

Key Trends and Developments

Chemists/pharmacies Remains the Main Retail Distribution Channel for OTC and Rx
Drugs and Vitamins and Dietary Supplements

Utc Sales of Rx Products Is A Key Threat To Sales of OTC Products

Market Indicators

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value
2011-2016

Table 2 Life Expectancy at Birth 2011-2016

Market Data

Table 3 Sales of Consumer Health by Category: Value 2011-2016

Table 4 Sales of Consumer Health by Category: % Value Growth 2011-2016

Table 5 NBO Company Shares of Consumer Health: % Value 2012-2016

Table 6 LBN Brand Shares of Consumer Health: % Value 2013-2016

Table 7 Distribution of Consumer Health by Format: % Value 2011-2016

Table 8 Distribution of Consumer Health by Format and Category: % Value 2016

Table 9 Forecast Sales of Consumer Health by Category: Value 2016-2021

Table 10 Forecast Sales of Consumer Health by Category: % Value Growth
2016-2021

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventive Medicine

Switches

Summary 1 OTC: Switches 2014-2016

Definitions

Sources

Summary 2 Research Sources

Darou Pakhsh Pharmaceutical Mfg Co in Consumer Health (iran)

Strategic Direction

Key Facts

Summary 3 Darou Pakhsh Pharmaceutical MFG Co: Key Facts

Competitive Positioning

Summary 4 Darou Pakhsh Pharmaceutical MFG Co: Competitive Position 2016

Dr Abidi Pharmaceutical Co in Consumer Health (iran)

Strategic Direction

Key Facts

Summary 5 Dr Abidi Pharmaceutical Co: Key Facts

Competitive Positioning

Summary 6 Dr Abidi Pharmaceutical Co: Competitive Position 2016

Poura Teb Medical & Pharmaceutical Co in Consumer Health (iran)

Strategic Direction

Key Facts

Summary 7 Poura Teb Medical and Pharmaceutical Co: Key Facts

Competitive Positioning

Summary 8 Poura Teb Medical and Pharmaceutical Co: Competitive Position 2016

Sina Darou Laboratories Co in Consumer Health (iran)

Strategic Direction

Key Facts

Summary 9 Sina Darou Laboratories Co: Key Facts

Competitive Positioning

Summary 10 Sina Darou Laboratories Co: Competitive Position 2016

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 11 Sales of Analgesics by Category: Value 2011-2016

Table 12 Sales of Analgesics by Category: % Value Growth 2011-2016

Table 13 Sales of Topical Analgesics/Anaesthetic by Format: % Value 2011-2016

Table 14 NBO Company Shares of Analgesics: % Value 2012-2016

Table 15 LBN Brand Shares of Analgesics: % Value 2013-2016

Table 16 Forecast Sales of Analgesics by Category: Value 2016-2021

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2011-2016

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2011-2016

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2012-2016

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2013-2016

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2016-2021

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 24 Sales of Dermatologicals by Category: Value 2011-2016

Table 25 Sales of Dermatologicals by Category: % Value Growth 2011-2016

Table 26 NBO Company Shares of Dermatologicals: % Value 2012-2016

Table 27 LBN Brand Shares of Dermatologicals: % Value 2013-2016

Table 28 LBN Brand Shares of Hair Loss Treatments: % Value 2013-2016

Table 29 Forecast Sales of Dermatologicals by Category: Value 2016-2021

Table 30 Forecast Sales of Dermatologicals by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 31 Sales of Digestive Remedies by Category: Value 2011-2016

Table 32 Sales of Digestive Remedies by Category: % Value Growth 2011-2016

Table 33 NBO Company Shares of Digestive Remedies: % Value 2012-2016

Table 34 LBN Brand Shares of Digestive Remedies: % Value 2013-2016

Table 35 Forecast Sales of Digestive Remedies by Category: Value 2016-2021

Table 36 Forecast Sales of Digestive Remedies by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 37 Sales of Wound Care by Category: Value 2011-2016

Table 38 Sales of Wound Care by Category: % Value Growth 2011-2016

Table 39 NBO Company Shares of Wound Care: % Value 2012-2016

Table 40 LBN Brand Shares of Wound Care: % Value 2013-2016

Table 41 Forecast Sales of Wound Care by Category: Value 2016-2021

Table 42 Forecast Sales of Wound Care by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 43 Sales of Sports Nutrition by Category: Value 2011-2016

Table 44 Sales of Sports Nutrition by Category: % Value Growth 2011-2016

Table 45 NBO Company Shares of Sports Nutrition: % Value 2012-2016

Table 46 LBN Brand Shares of Sports Nutrition: % Value 2013-2016

Table 47 Forecast Sales of Sports Nutrition by Category: Value 2016-2021

Table 48 Forecast Sales of Sports Nutrition by Category: % Value Growth 2016-2021

Headlines

Trends

Vitamins

Dietary Supplements

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Vitamins and Dietary Supplements by Category: Value 2011-2016

Table 50 Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2011-2016

Table 51 Sales of Dietary Supplements by Positioning: % Value 2011-2016

Table 52 Sales of Fish Oils/Omega Fatty Acids by Type: % Value 2011-2016

Table 53 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2013-2016

Table 54 Sales of Tonics by Positioning: % Value 2013-2016

Table 55 Sales of Multivitamins by Positioning: % Value 2011-2016

Table 56 NBO Company Shares of Vitamins and Dietary Supplements: % Value 2012-2016

Table 57 LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2013-2016

Table 58 LBN Brand Shares of Vitamins: % Value 2013-2016

Table 59 LBN Brand Shares of Dietary Supplements: % Value 2013-2016

Table 60 Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2016-2021

Table 61 Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 62 Sales of Weight Management and Wellbeing by Category: Value 2011-2016

Table 63 Sales of Weight Management and Wellbeing by Category: % Value Growth 2011-2016

Table 64 NBO Company Shares of Weight Management and Wellbeing: % Value 2012-2016

Table 65 LBN Brand Shares of Weight Management and Wellbeing: % Value 2013-2016

Table 66 Forecast Sales of Weight Management and Wellbeing by Category: Value 2016-2021

Table 67 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2016-2021

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 68 Sales of Herbal/Traditional Products: Value 2011-2016

Table 69 Sales of Herbal/Traditional Products: % Value Growth 2011-2016

Table 70 NBO Company Shares of Herbal/Traditional Products: % Value 2012-2016

Table 71 LBN Brand Shares of Herbal/Traditional Products: % Value 2013-2016

Table 72 Forecast Sales of Herbal/Traditional Products: Value 2016-2021

Table 73 Forecast Sales of Herbal/Traditional Products: % Value Growth 2016-2021

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