

# Corporate Strategies in Consumer Health

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Date: June 2015

Pages: 53

Price: US\$ 1,325.00 (Single User License)

ID: CF8A811C0D9EN

## Abstracts

As consumer health continues to outperform other major consumer goods industries, its global profile is rising. However, the industry's unique regulatory and competitive landscapes necessitate a clear understanding of regional and national markets in order to capitalise fully on expected growth. This global briefing provides an overview of recent corporate activity and high level trends that will shape the industry in the foreseeable future.

Euromonitor International's Corporate Strategies in Consumer Health global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

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

**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

### INTRODUCTION

Market Overview

Company and Brand Performance Summary

Major Acquisitions Shake up the Competitive Landscape

### SWITCHES AND REGULATION

Conclusion

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