

Cough, Cold and Allergy (Hay Fever) Remedies - Netherlands

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Abstracts

Sustained growth during 2009 was attributed to greater promotional efforts behind decongestants, the 5% growth of which drove the overall category. Increased advertising for top decongestant brands such as Otrivin (Novartis) and Vicks (Richardson-Vicks) helped to build awareness and communicate new formula extensions.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies Products in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Child-Specific Cough, Cold and Allergy Remedies, Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Pharyngeal Preparations

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 industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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