

# 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.

## Contents

### Executive Summary

Good Performance Sustained With Trends Towards Prevention and Faster Relief

Sports Nutrition Rises Fastest From A Small Base

Multinationals Focus on Innovations Amid the Strength of Private Label

Drugstores and the Internet Remain the Most Dynamic Channels

Steady Prospects Driven by Product Extensions Addressing Lifestyle Changes

### Key Trends and Developments

Recession Poses A Threat To Consumer Health Industry

Product Switches Important in Driving Growth

Consumers Increasingly Go for Prevention

More Relaxed Regulation on Distribution of OTC Products

Swine Flu Fears Lead To Consumers Adopting More Cautious Approach

### Market Indicators

Table 1 Consumer Expenditure on Health Goods and Medical Services 2004-2009

Table 2 Life Expectancy at Birth 2004-2009

### Market Data

Table 3 Sales of Consumer Health by Sector: Value 2004-2009

Table 4 Sales of Consumer Health by Sector: % Value Growth 2004-2009

Table 5 Consumer Health Company Shares by Value 2005-2009

Table 6 Consumer Health Brand Shares by Value 2006-2009

Table 7 Penetration of Private Label by Sector 2004-2009

Table 8 Sales of Consumer Health by Distribution Format: % Analysis 2004-2009

Table 9 Sales of Consumer Health by Sector and Distribution Format: % Analysis 2009

Table 10 Forecast Sales of Consumer Health by Sector: Value 2009-2014

Table 11 Forecast Sales of Consumer Health by Sector: % Value Growth 2009-2014

### Appendix

OTC Registration and Classification

Distribution

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 Consumer Health Switches 2007-2009

### Definitions

Summary 2 Research Sources

Chefaro International BV

Strategic Direction

Key Facts

### Summary 3 Chefaro International BV: Key Facts

Company Background

Production

Competitive Positioning

### Summary 4 Chefaro International BV: Competitive Position 2009

Galvastore BV

Strategic Direction

Key Facts

### Summary 5 Galvastore BV: Key Facts

### Summary 6 Galvastore BV: Operational Indicators

Company Background

Production

Competitive Positioning

Imgroma BV

Strategic Direction

Key Facts

### Summary 7 Imgroma BV: Key Facts

### Summary 8 Imgroma BV: Operational Indicators

Company Background

Production

Competitive Positioning

### Summary 9 Imgroma BV: Competitive Position 2009

Pharma Nord BV

Strategic Direction

Key Facts

### Summary 10 Pharma Nord BV: Key Facts

### Summary 11 Pharma Nord BV: Operational Indicators

Company Background

Production

Competitive Positioning

### Summary 12 Pharma Nord BV: Competitive Position 2009

Springfield Nutraceuticals

Strategic Direction

Key Facts

### Summary 13 Springfield Nutraceuticals BV: Key Facts

Company Background

Competitive Positioning

### Summary 14 Springfield Nutraceuticals BV: Competitive Position 2009

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 12 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Subsector:  
Value 2004-2009

Table 13 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Subsector: %  
Value Growth 2004-2009

Table 14 Sales of Decongestants by Type: Value 2004-2009

Table 15 Sales of Decongestants by Type: % Value Growth 2004-2009

Table 16 Sales of Child-specific Cough, Cold and Allergy (Hay Fever) Remedies by  
Type: Value 2004-2009

Table 17 Sales of Child-specific Cough, Cold and Allergy (Hay Fever) Remedies by  
Type: % Value Growth 2004-2009

Table 18 Cough, Cold and Allergy (Hay Fever) Remedies Company Shares by Value  
2005-2009

Table 19 Cough, Cold and Allergy (Hay Fever) Remedies Brand Shares by Value  
2006-2009

Table 20 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by  
Subsector: Value 2009-2014

Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by  
Subsector: % Value Growth 2009-2014

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