

Ear Care in Germany

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Abstracts

In Germany in 2012, retail value sales of ear care increased by 3% to almost €27 million, making it still one of the smallest niche categories of the OTC market in Germany. According to industry experts, growth was mainly caused by current users increasing their consumption rather than new users. All in all, most Germans either only used cotton buds and similar products from cosmetics (mainly for ear wax removal) or went to a doctor when they had a problem which seemed more serious (for example...

Euromonitor International's Ear Care in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Ear Care 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.

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Market Saturation Limits Growth Opportunities in 2012

Vitamins and Dietary Supplements Loses Out, Whilst Sports Nutrition Booms

Multinationals Continue To Lead Consumer Health

Internet Retailing on the Rise

Less Rosy Future of Consumer Health Expected

Key Trends and Developments

New Economic Crisis Has Not Reached Germany (yet?)

Changing Roles and Organisational Forms of Chemists/pharmacies in Germany

Brands Need Constant Innovation in Order To Thrive (or at Least Survive)

Increasing Number of Negative Media Reports About Self-medication Products

Growing Fitness Trend Boosts Demand for Sports Nutrition Products

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