

Ear Care in Austria

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Abstracts

Ear care saw very good performance in 2012, benefiting from the growing number of health-conscious Austrians. Consumers in Austria pay a great deal of attention to the medicines used for the treatment of areas such as the eyes and ears, as these are considered very delicate. For this reason, the demand for high-quality brands which provide great efficacy was noticeable within ear care in Austria in 2012.

Euromonitor International's Ear Care in Austria 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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the Ageing Population and Increasing Health Awareness Drive the Growth of Consumer Health

Hectic Vs Healthy Lifestyles Impact the Performance of Consumer Health

Multinationals Continue To Dominate the Market

Increasing From A Low Base, Internet Retailing Gains Importance

Performance of Consumer Health Is Expected To See Further Growth

Key Trends and Developments

Population Aged 65+ on the Rise

Beauty Becomes Increasingly Important

Long Working Hours and Increased Stress Levels Benefit Demand for Various Consumer Health Products

More Sport for Healthier Lifestyles

Austrians Like To Shop Online

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