

Ear Care in Belarus

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Abstracts

Ear care in Belarus remained a relatively small OTC category in terms of retail value sales in 2012, mainly due to the strong competition presented by Rx ear care. As in eye care, consumers suffering from ear ailments typically prefer to seek the advice of a doctor rather than self-medicating. Doctors often recommend more expensive but more effective Rx ear care remedies with fewer side effects. The majority of consumers of ear care products in Belarus are children. Belarusian parents tend to...

Euromonitor International's Ear Care in Belarus 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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Euromonitor International

July 2013

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