

Ear Care in Bulgaria

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Abstracts

Ear care registered growth of BGN0.3 million in value terms in 2012. However, value sales showed a quite low level of movement forward due to the limited number of consumer health products available in the market, and the strong competition from Rx products. Most consumers with ear problems avoid purchasing any product before consulting a doctor, and doctors typically recommend Rx products.

Euromonitor International's Ear Care in Bulgaria 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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Bulgarians Strongly Rely on Advertising in Consumer Health

Both Internal and External Markets Are Essential for the Growth of Major Domestic Companies

Unlike Other EU Countries, Consumer Health in Bulgaria Is Not Seriously Affected by Recession

Key Trends and Developments

Chemists/pharmacies Is the Most Important Distribution Channel in Consumer Health

Consumer Health Progresses Relatively Well in 2012

Due Legislation Gaps Some Consumer Health Products Are Registered As Foods

Sedentary Lifestyles and Unbalanced Diets Drive Growth in Weight Management

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