

Ear Care in Dominican Republic

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Abstracts

The increase in public service information campaigns by various government agencies, leading stakeholders in the medical community and the Dominican media boosted consumer awareness of the need for people to pay more attention to ear care in 2012. This contributed to the 8% value growth recorded in ear care during 2012. Significant levels of media attention have been directed toward ear care treatments for infants and toddlers, specifically the risks associated with inner ear infections.

Euromonitor International's Ear Care in Dominican Republic 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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EAR CARE IN DOMINICAN REPUBLIC

Euromonitor International

July 2013

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Executive Summary

Improved Consumer Awareness and Slower Unit Price Increases Contribute To Strong Growth

Strong Brand Loyalty Prompts Strategies To Enhance Brand Recognition

International Brands Are Perceived To Represent Superior Quality

Parapharmacies/drugstores Remains the Leading Distribution Channel As the Importance of Grocery Retailers Increases

Forecast Period Growth Set To Outperform Review Period Growth

Key Trends and Developments

Obesity Viewed As Major Concern Among Government and Industry Officials

Healthcare Coverage Expanded Through Government Subsidised Programmes

Increased Disposable Income and Expanded Retail Distribution Leads To OTC Growth

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