

Ear Care in Finland

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Abstracts

Ear care increased by 3% in current value terms in 2012, reaching €0.4 million. This healthy growth stemmed from the new launch of Orodrops by Orion in March 2012, which was the first product of its kind to treat ear ache which was distributed at a national level. The introduction of the new product was backed up with active advertising on television. This was a significant launch, as previously there were only a few brands available in ear care, which were meant keep the ear canals clear of...

Euromonitor International's Ear Care in Finland 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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