

Ear Care in Iran

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Abstracts

Phenol glycerin 6.4% is currently the only OTC ear care product officially available in Iran. These products were introduced into Iran during 2006 and have recorded strong growth since then, although growth accelerated in 2012 as the number of elderly people in Iran who require this product is growing rapidly.

Euromonitor International's Ear Care in Iran 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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Low Sales Base in Most Categories the Main Driver of Growth in Recent Years

Sudden Unit Price Growth and Falling Purchasing Power Hamper Volume Growth

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Chemists and Pharmacies Continue To Dominate Distribution in Consumer Health

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