

Ear Care in Ireland

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Abstracts

Ear care in Ireland remains largely underdeveloped, due in large part to consumers' reliance on home remedies for the treatment of ear wax, with olive oil often favoured as a means to loosen built-up ear wax. Despite advice from medical professionals and manufacturers alike, many Irish consumers continue to rely on cotton buds to maintain the cleanliness of the ear canal.

Euromonitor International's Ear Care in Ireland 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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