

Ear Care in Nigeria

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Abstracts

Increasing marketing activities by producers helped to create better awareness of ear care, which helped to see better growth in 2012 compared with the review period. Increasing sophistication of consumers as they strived for a more hygienic lifestyle also spurred growth, whilst most low-income consumers showed a preference for self-medication in ear care, owing to the higher cost of medical care. The growth of parapharmacies/drugstores also contributed to the performance of ear care, since...

Euromonitor International's Ear Care in Nigeria 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.

Contents

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Ear Care: Value 2007-2012

Table 2 Sales of Ear Care: % Value Growth 2007-2012

Table 3 Ear Care Company Shares 2008-2012

Table 4 Ear Care Brand Shares 2009-2012

Table 5 Forecast Sales of Ear Care: Value 2012-2017

Table 6 Forecast Sales of Ear Care: % Value Growth 2012-2017

Executive Summary

Consumer Health Sees Strong Value Growth in 2012

Growing Health Awareness Drives Growth in Vitamins and Dietary Supplements

Emzor Pharmaceutical Industries Continues To Lead the Core OTC Category

Independent Chemists Remains the Main Distribution Channel

Forecast Growth Is Expected To Be Stronger Than Review Period Growth

Key Trends and Developments

Nigeria's Economic Growth Does Not Lead To Strong Income Growth

Increased Health and Wellness Awareness Drives Sales of Vitamins and Dietary Supplements

Despite the Ageing Trend, Nigeria's Population Remains Relatively Young

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services 2007-2012

Table 8 Life Expectancy at Birth 2007-2012

Market Data

Table 9 Sales of Consumer Health by Category: Value 2007-2012

Table 10 Sales of Consumer Health by Category: % Value Growth 2007-2012

Table 11 Consumer Health Company Shares 2008-2012

Table 12 Consumer Health Brand Shares 2009-2012

Table 13 Sales of Consumer Health by Distribution Format: % Analysis 2007-2012

Table 14 Sales of Consumer Health by Category and Distribution Format: % Analysis 2012

Table 15 Forecast Sales of Consumer Health by Category: Value 2012-2017

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2012-2017

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Sources

Summary 1 Research Sources

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