

Ear Care in Pakistan

<https://marketpublishers.com/r/E6572F2FC63EN.html>

Date: July 2013

Pages: 16

Price: US\$ 990.00 (Single User License)

ID: E6572F2FC63EN

Abstracts

Current value sales of ear care grew by 17% compared a review period current value CAGR of 11% in 2012. Demand for ear care products remained primarily limited to Rx medications. Ear care problems were common amongst the elderly who preferred guidance from certified doctors over using OTC medication. However, since aged consumers form a relatively small proportion of the population, demand for ear care medication remains limited. The most common form of OTC ear care medication is...

Euromonitor International's Ear Care in Pakistan 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

EAR CARE IN PAKISTAN
Euromonitor International
July 2013

LIST OF CONTENTS AND TABLES

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

Self-medication Drives Consumer Healthcare in 2012

Vitamins and Dietary Supplements Lead Growth in Consumer Healthcare

Change Seen in Consumption of Herbal Medications

International Manufacturers Face Increasing Costs of Raw Materials

Moderate Growth Expected Over the Forecast Period

Key Trends and Developments

Regulatory Bureaucracy Dampens Manufacturer Spirit To Launch New Products

Non-medicated Products Overtake Sales of OTC Products

Increased Initiative for Awareness-based Campaigns

Market Indicators

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

Market Data

Table 8 Sales of Consumer Health by Category: Value 2007-2012

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

Table 10 Consumer Health Company Shares 2008-2012

Table 11 Consumer Health Brand Shares 2009-2012

Table 12 Sales of Consumer Health by Distribution Format: % Analysis 2007-2012

Table 13 Sales of Consumer Health by Category and Distribution Format: % Analysis

2012

Table 14 Forecast Sales of Consumer Health by Category: Value 2012-2017

Table 15 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

Definitions

Sources

Summary 1 Research Sources

I would like to order

Product name: Ear Care in Pakistan

Product link: <https://marketpublishers.com/r/E6572F2FC63EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E6572F2FC63EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970