

# Ear Care in Pakistan

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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.

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EAR CARE IN PAKISTAN  
Euromonitor International  
July 2013

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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

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Regulatory Bureaucracy Dampens Manufacturer Spirit To Launch New Products

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