

# Ear Care in Singapore

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## Abstracts

Ear care continued to be a relatively small category in 2011. Consumers have limited choices in terms of brands, and also limited channels for purchasing such products. Limited choice in turn creates low awareness of ear care products, limiting potential demand amongst consumers who choose from what is available.

Euromonitor International's Ear Care in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, allowing you to identify the sectors driving growth. Forecasts to 2016 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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Euromonitor International  
June 2012

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