

# Ear Care in Singapore

<https://marketpublishers.com/r/EED3CCFA628EN.html>

Date: May 2012

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: EED3CCFA628EN

## 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.

## Contents

### EAR CARE IN SINGAPORE

Euromonitor International

June 2012

### LIST OF CONTENTS AND TABLES

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Ear Care: Value 2006-2011

Table 2 Sales of Ear Care: % Value Growth 2006-2011

Table 3 Ear Care Company Shares by Value 2007-2011

Table 4 Ear Care Brand Shares by Value 2008-2011

Table 5 Forecast Sales of Ear Care: Value 2011-2016

Table 6 Forecast Sales of Ear Care: % Value Growth 2011-2016

Executive Summary

Strong Growth for Consumer Health

Paediatric Consumer Health Increases As the Birth Rate Increases

Race for Innovation in Order for Companies To Lead and Retain Market Share

Health and Beauty Retailers Stay As the Main Key Channels

Consumers Become More Astute About Product Information

Key Trends and Developments

Companies Build Brand Equity Through A High Rate of Innovation

Paediatric Consumer Health Grows Despite the Low Birth Rate

Internet Retailing Sees Steady Growth, Whilst Direct Selling Loses Share

Wellness Services Make A Dual Impact on Consumer Health

Increase in Physical Exercise and Nutrition Shape Demand for Consumer Health

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services 2006-2011

Table 8 Life Expectancy at Birth 2006-2011

Market Data

Table 9 Sales of Consumer Health by Category: Value 2006-2011

Table 10 Sales of Consumer Health by Category: % Value Growth 2006-2011

Table 11 Consumer Health Company Shares 2007-2011

Table 12 Consumer Health Brand Shares 2008-2011

Table 13 Penetration of Private Label by Category 2006-2011

Table 14 Sales of Consumer Health by Distribution Format: % Analysis 2006-2011

Table 15 Sales of Consumer Health by Category and Distribution Format: % Analysis  
2011

Table 16 Forecast Sales of Consumer Health by Category: Value 2011-2016

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth  
2011-2016

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 OTC - Switches 2009-2011

Sources

Summary 2 Research Sources

## I would like to order

Product name: Ear Care in Singapore

Product link: <https://marketpublishers.com/r/EED3CCFA628EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EED3CCFA628EN.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