

# Ear Care in Switzerland

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## Abstracts

Ear care once again registered a decline in 2012, falling by 3% in current value terms. This development fully corresponded with the performance during the review period, which saw a negative CAGR of 3% in current value terms. The poor performance of ear care in 2012 and during the review period can be attributed to the low demand for such OTC products. Swiss consumers with ear ache or other ear problems would rather seek a doctor's advice than try self-medication. When it comes to ear...

Euromonitor International's Ear Care in Switzerland 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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Executive Summary

Consumer Health in Switzerland Is Categorised by Maturity

Changes Afoot for the Distribution of OTC Products

Loyal Consumers Prefer Premium Brands

Internet Retailing Grows

the Ageing and Increasingly Health-aware Population Offers Potential

Key Trends and Developments

Deregulation of OTC Distribution Represents A Potential Threat To Sales in  
Chemists/pharmacies

Demographic Changes To Boost OTC Sales Over the Forecast Period

Swiss Government Promotes Healthy Lifestyles To Reduce Rates of Overweight and  
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Swiss Consumers Become More Enthusiastic About Online Shopping

Busy Lifestyles Necessitate Convenient Products

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