

Ear Care in the United Kingdom

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Abstracts

Volume sales of ear care products fell by 1% in 2012, a significantly poorer performance than that seen over the review period. Consumers' cautious spending continued, and some consumers were less willing to spend on non-essential purchases, and were looking for lower-cost alternatives. These included traditional home treatments such as using olive oil in the ears, rather than purchasing a specific product for an ear ailment. That said, the decline was small; despite some frugality, ear...

Euromonitor International's Ear Care in United Kingdom 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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