

Ear Care in Portugal

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Abstracts

The category remained underdeveloped at the end of the review period. This is easily explainable through consumers being unfamiliar with the products, and the category is rather limited, with only five to 10 products available in OTC, most being prescription-based. Ear care continued to be hindered by a small product range with Otoceril being the only significant brand. This lack of competition also resulted in a lack of new product development towards the end of the review period. Ear care...

Euromonitor International's Ear Care in Portugal 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

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Euromonitor International

August 2013

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