

Ear Care in Ukraine

<https://marketpublishers.com/r/E058E8FDD83EN.html>

Date: July 2013

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: E058E8FDD83EN

Abstracts

Ear care in Ukraine remained a relatively small OTC category in terms of retail value sales in 2012. This was mainly due to the strong competition coming from Rx ear care. Daily ear care in Ukraine is generally restricted to cleaning the ears with cotton buds and Ukrainians typically visit an otolaryngologist for consultations about their otic ailments rather than opting for self-medication. As a consequence, the majority of people suffering from ear problems in Ukraine purchase Rx medicines...

Euromonitor International's Ear Care in Ukraine 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.

Contents

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Ear Care: Value 2007-2012

Table 2 Sales of Ear Care: % Value Growth 2007-2012

Table 3 Ear Care Company Shares by Value 2008-2012

Table 4 Ear Care Brand Shares by Value 2009-2012

Table 5 Forecast Sales of Ear Care: Value 2012-2017

Table 6 Forecast Sales of Ear Care: % Value Growth 2012-2017

Farmak Vat in Consumer Health (ukraine)

Strategic Direction

Key Facts

Summary 1 Farmak VAT: Key Facts

Summary 2 Farmak VAT: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Farmak VAT: Competitive Position 2012

Executive Summary

Consumer Health Industry Continues To See Growth

Consumers Struggling With Limited Budgets

Global Companies Lead, But Domestic Companies Remain Competitive

Chemists/pharmacies Is the Most Important Distribution Channel

Overall Growth To Continue During the Forecast Period

Key Trends and Developments

Chemists/pharmacies Is the Main Sales Channel for Consumer Health Products

Increasing Concern About Health and Good Wellbeing

Weight Management Among the Most Successful Consumer Health Categories As

Demand Is Boosted by Sedentary Lifestyles and Poor Diets

Rising Willingness To Self-medicate

Chemists/pharmacies Remains A Key Distribution Channel for Consumer Health

Ageing Ukrainian Society

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services 2007-2012

Table 8 Life Expectancy at Birth 2007-2012

Market Data

Table 9 Sales of Consumer Health by Category: Value 2007-2012

Table 10 Sales of Consumer Health by Category: % Value Growth 2007-2012

Table 11 Consumer Health Company Shares 2008-2012

Table 12 Consumer Health Brand Shares 2009-2012

Table 13 Sales of Consumer Health by Distribution Format: % Analysis 2007-2012

Table 14 Sales of Consumer Health by Category and Distribution Format: % Analysis
2012

Table 15 Forecast Sales of Consumer Health by Category: Value 2012-2017

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth
2012-2017

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Definitions

Sources

Summary 4 Research Sources

I would like to order

Product name: Ear Care in Ukraine

Product link: <https://marketpublishers.com/r/E058E8FDD83EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E058E8FDD83EN.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