

# 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.

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