

## Ear Care in Vietnam

URL:	<a href="https://marketpublishers.com/r/EB89265C1ADEN.html">https://marketpublishers.com/r/EB89265C1ADEN.html</a>
Date:	July 17, 2013
Pages:	20
Price:	US\$ 990.00
ID:	EB89265C1ADEN

Over the review period, ear care continued to be very small in terms of retail value sales among OTC products. It gained little interest from both manufacturers and consumers as the latter did not feel it necessary to purchase ear care. This was due to the fact that Vietnamese consumers were unaware of the benefits of ear care as manufacturers did not have any significant activity to educate consumers.

Euromonitor International's Ear Care in Vietnam 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.

### Table of Content

EAR CARE IN VIETNAM  
Euromonitor International  
July 2013

#### LIST OF CONTENTS AND TABLES

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

#### Executive Summary

Consumer Health Continued To Grow Strongly in 2012

Rising Demand for Vitamins and Dietary Supplements

International Players Continue To Dominate

Direct Selling Gains Greater Acceptance

Positive Growth During the Forecast Period

Key Trends and Developments

Growth Boosted by Increasing Awareness Toward Health and Beauty

More Stable OTC Price Due To Stricter Price Control

Self-medication Favoured by Vietnamese Consumers

International Players Continue To Dominate

Direct Sellers Plays Main Role in Development of Vitamins and Dietary Supplements

#### 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

Sources

Summary 1 Research Sources

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