

Emergency Contraception in Romania

<https://marketpublishers.com/r/E732E1D4210EN.html>

Date: July 2013

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: E732E1D4210EN

Abstracts

Emergency contraception was an extremely small category in 2012 with almost insignificant value sales, although there are products available in the country, albeit only a few. The main product that can be found in pharmacies was the Postinor pill, manufactured by Bayer, while Escapelle (Gedeon Richter) was recently introduced to the market.

Euromonitor International's Emergency Contraception in Romania 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 Emergency Contraception 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

Trends

Category Data

- Table 1 Sales of Emergency Contraception: Value 2007-2012
- Table 2 Sales of Emergency Contraception: % Value Growth 2007-2012
- Table 3 Sales of Emergency Contraception: Value 2011-2012
- Table 4 Sales of Emergency Contraception: % Value Growth 2011-2012
- Table 5 Emergency Contraception Company Shares by Value 2008-2012
- Table 6 Emergency Contraception Brand Shares by Value 2009-2012
- Table 7 Forecast Sales of Emergency Contraception: Value 2012-2017
- Table 8 Forecast Sales of Emergency Contraception: % Value Growth 2012-2017

Executive Summary

Growth Slows in All Categories

Rising Sales of OTC and Supplements

Local Players and Multinationals Compete for Market Share

Chemists/pharmacies Has A Predominant Share

Growth Is Expected To Continue As the Market Has Potential

Key Trends and Developments

Demographic Factors Stimulate Growth in Consumer Health

State Regulation Offers No Favours To Consumers Or Producers

Networks of Chained Pharmaceuticals Expand

Increasingly Better Educated Consumers Become More Demanding

the Consumer Health Market Is Highly Concentrated and Competitive

Market Indicators

Table 9 Consumer Expenditure on Health Goods and Medical Services 2007-2012

Table 10 Life Expectancy at Birth 2007-2012

Market Data

Table 11 Sales of Consumer Health by Category: Value 2007-2012

Table 12 Sales of Consumer Health by Category: % Value Growth 2007-2012

Table 13 Consumer Health Company Shares 2008-2012

Table 14 Consumer Health Brand Shares 2009-2012

Table 15 Sales of Consumer Health by Distribution Format: % Analysis 2007-2012

Table 16 Sales of Consumer Health by Category and Distribution Format: % Analysis 2012

Table 17 Forecast Sales of Consumer Health by Category: Value 2012-2017

Table 18 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

Summary 1 OTC: Switches 2010-2012

Definitions

Sources

Summary 2 Research Sources

I would like to order

Product name: Emergency Contraception in Romania

Product link: <https://marketpublishers.com/r/E732E1D4210EN.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/E732E1D4210EN.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