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Emergency Contraception in Portugal

https://marketpublishers.com/r/EC37DDB2EBCEN.html
Date: August 2013
Pages: 21
Price: US$ 990.00 (Single User License)
ID: EC37DDB2EBCEN

Abstracts

The good performance of emergency contraception was influenced by two important factors in 2012. First, the Portuguese government failed to encourage the population to improve the birth rate, with only 90,000 births being recorded in 2012. Portugal has one of the lowest birth rates in Europe, and as consumers are facing difficult economic times, their financial constraints also impacted on sales of emergency contraception. Due to their precarious financial situation, many couples have no choice...

Euromonitor International's Emergency Contraception 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 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

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August 2013

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