

Glaxosmithkline Plc and Novartis AG in Consumer Health: Prospects for Their New Joint Venture (World)

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Abstracts

Among the largest pharmaceutical companies, both GlaxoSmithKline Plc and Novartis AG are global leaders in consumer health. While manufacturing disruptions and unfavourable market conditions in key geographies have hindered recent performance, these companies have taken steps to promote future success. In April 2014, GSK and Novartis announced plans to create a consumer health joint venture to be completed in the first half of 2015 that has the potential to become the new global industry leader.

Euromonitor International's Glaxosmithkline Plc and Novartis AG in Consumer Health: Prospects for Their New Joint Venture (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Consumer Health 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.

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