

GlaxosmithklinePlc in Consumer Health (World)

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Abstracts

In August 2019, GlaxoSmithKline Plc (GSK) announced the final approval of its joint venture with Pfizer Inc, creating an unrivalled consumer health powerhouse with a leadership position in OTC drugs in six of seven regions worldwide. This profile will examine the effects of this joint venture on the competitive landscape in consumer health, where GSK stands to benefit, and where the merged company can still seek value and sales growth in an increasingly consolidated industry.

Euromonitor International's GlaxosmithklinePlc in Consumer Health (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 and Wellbeing.

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

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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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