

# Johnson & Johnson in Consumer Health (World)

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## Abstracts

Johnson & Johnson is the largest OTC company in the world, though its leadership has narrowed after a series of mega-mergers in the industry in recent years. J&J has a stable of strong, growing brands and an established commitment to innovation and e-commerce engagement that puts the company in an enviable position moving forward. Despite this, J&J would do well to consider expanding within vitamins and dietary supplements and diversifying sales from the US to faster-growing emerging economies.

Euromonitor International's Johnson & Johnson 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.

### Why buy this report?

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.

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.

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