

Medicated Skin Care in Germany

<https://marketpublishers.com/r/M808954B008EN.html>

Date: July 2012

Pages: 43

Price: US\$ 990.00 (Single User License)

ID: M808954B008EN

Abstracts

Medicated skin care enjoyed the seventh successive year of positive value growth in Germany (in current terms) and saw sales grow by almost 2% to €445 million in 2011. The trend towards self-medication continued to strengthen, and was fuelled by many factors. An increasing number of consumers consider problems of this nature to be less severe and thus more appropriately treated without visiting a doctor (and a pharmacist can also be called on to provide advice), while for others there are time...

Euromonitor International's Medicated Skin Care in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, allowing you to identify the sectors driving growth. Forecasts to 2016 illustrate how the market is set to change.

Product coverage: Antiparasitics/Lice (Head and Body) Treatments, Antipruritics, Cold Sore Treatments, Haemorrhoid Treatments, Hair Loss Treatments, Medicated Shampoos, Nappy (Diaper) Rash Treatments, Paediatric Medicated Skin Care, Topical Allergy Remedies/Antihistamines, Topical Antifungals, Topical Germicidals/Antiseptics, Vaginal Antifungals.

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

Why buy this report?

Get a detailed picture of the Medicated Skin Care 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

MEDICATED SKIN CARE IN GERMANY

Euromonitor International

July 2012

LIST OF CONTENTS AND TABLES

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Medicated Skin Care by Category: Value 2006-2011

Table 2 Sales of Medicated Skin Care by Category: % Value Growth 2006-2011

Table 3 Medicated Skin Care Company Shares by Value 2007-2011

Table 4 Medicated Skin Care Brand Shares by Value 2008-2011

Table 5 Hair Loss Treatments Brand Shares by Value 2008-2011

Table 6 Forecast Sales of Medicated Skin Care by Category: Value 2011-2016

Table 7 Forecast Sales of Medicated Skin Care by Category: % Value Growth
2011-2016

Bayer Vital GmbH in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 1 Bayer Vital GmbH: Key Facts

Summary 2 Bayer Vital GmbH: Operational Indicators

Company Background

Production

Summary 3 Bayer Vital GmbH: Production Statistics 2011

Competitive Positioning

Summary 4 Bayer Vital GmbH: Competitive Position 2011

GlaxoSmithKline GmbH & Co Kg in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 5 GlaxoSmithKline GmbH & Co KG: Key Facts

Summary 6 GlaxoSmithKline GmbH & Co KG: Operational Indicators

Company Background

Production

Summary 7 GlaxoSmithKline GmbH & Co KG: Production Statistics 2011

Competitive Positioning

Summary 8 GlaxoSmithKline GmbH & Co KG: Competitive Position 2011

Hexal AG in Consumer Health (germany)**Strategic Direction****Key Facts**

Summary 9 Hexal AG: Key Facts

Summary 10 Hexal AG: Operational Indicators

Company Background**Production**

Summary 11 Hexal AG: Production Statistics 2011

Competitive Positioning

Summary 12 Hexal AG: Competitive Position 2011

Johnson & Johnson GmbH in Consumer Health (germany)**Strategic Direction****Key Facts**

Summary 13 Johnson & Johnson GmbH: Key Facts

Summary 14 Johnson & Johnson GmbH: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 15 Johnson & Johnson GmbH: Competitive Position 2011

Mann Chem-pharm Fabrik GmbH, Dr Gerhard in Consumer Health (germany)**Strategic Direction****Key Facts**

Summary 16 Mann Chem-Pharm Fabrik GmbH, Dr Gerhard: Key Facts

Summary 17 Mann Chem-Pharm Fabrik GmbH, Dr Gerhard: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 18 Mann Chem-Pharm Fabrik GmbH, Dr Gerhard: Competitive Position 2011

Novartis Consumer Health GmbH in Consumer Health (germany)**Strategic Direction****Key Facts**

Summary 19 Novartis Consumer Health GmbH: Key Facts

Summary 20 Novartis Deutschland GmbH: Operational Indicators

Company Background

Production

Summary 21 Novartis Deutschland GmbH: Production Statistics 2011

Competitive Positioning

Summary 22 Novartis Consumer Health GmbH: Competitive Position 2011

Ratiopharm GmbH & Co in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 23 Ratiopharm GmbH & Co: Key Facts

Summary 24 Ratiopharm GmbH & Co: Operational Indicators

Company Background

Production

Summary 25 Ratiopharm GmbH & Co: Production Statistics 2011

Competitive Positioning

Summary 26 Ratiopharm GmbH & Co: Competitive Position 2011

Stada Arzneimittel AG in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 27 STADA Arzneimittel AG: Key Facts

Summary 28 STADA Arzneimittel AG: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 29 STADA Arzneimittel AG: Competitive Position 2011

Executive Summary

Consumer Health Overall Stagnating in Germany in 2011

Market Under Pressure From Healthier Diets and More Exercise

Very Fragmented Market Continues To Be Led by Bayer Vital

Consumer Healthcare Most Often Sold in Health and Beauty Retailers

Small Decline of Consumer Health Expected Over Forecast Period in Germany

Key Trends and Developments

Ongoing Relatively Favourable Economic Conditions in Germany in 2011

Demographic Changes Continue To Influence Consumer Health in Germany

Increasing Shares of Sales Through Internet Retailing in Consumer Health

Consumer Lifestyle Issues Offer Opportunities for Manufacturers and Retailers

Innovation Essential for Premium Brands To Thrive in Consumer Health

Market Indicators

Table 8 Consumer Expenditure on Health Goods and Medical Services 2006-2011

Table 9 Life Expectancy at Birth 2006-2011

Market Data

Table 10 Sales of Consumer Health by Category: Value 2006-2011

Table 11 Sales of Consumer Health by Category: % Value Growth 2006-2011

Table 12 Consumer Health Company Shares 2007-2011

Table 13 Consumer Health Brand Shares 2008-2011

Table 14 Penetration of Private Label by Category 2006-2011

Table 15 Sales of Consumer Health by Distribution Format: % Analysis 2006-2011

Table 16 Sales of Consumer Health by Category and Distribution Format: % Analysis
2011

Table 17 Forecast Sales of Consumer Health by Category: Value 2011-2016

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth
2011-2016

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Switches

Summary 30 OTC - Switches 2010-2011

Definitions

Sources

Summary 31 Research Sources

I would like to order

Product name: Medicated Skin Care in Germany

Product link: <https://marketpublishers.com/r/M808954B008EN.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/M808954B008EN.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