

Medicated Skin Care in Italy

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Abstracts

2011 STRONG GROWTH RATES IN MEDICATED SKIN CARE CLEARLY WITNESSES HOW ITALIANS ARE BECOMING AWARE OF THE RISK RELATED TO A BAD CARE OF THEIR SKIN. MEDIA'S CAMPAIGNS AIMED TO INCREASE PEOPLE'S AWARENESS TOWARDS THE RISK OF SUN UNPROTECTED EXPOSURE, SHARING COMMUNAL SPACES, OR USING GENERIC PRODUCTS FOR EXAMPLE, HAVE BEEN VERY EFFECTIVE.

Euromonitor International's Medicated Skin Care in Italy 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.

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