

Medicated Skin Care in Turkey

<https://marketpublishers.com/r/MC15E55C6A3EN.html>

Date: April 2012

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: MC15E55C6A3EN

Abstracts

Medicated skin care faces significant competition from the beauty and personal care industry as a number of products are regarded more as cosmetics than medicine, because of the problems they are designed to solve. Medicated skin care includes products that are bought by consumers as self-medication, rather than treatments for more severe dermatological problems such as eczema or allergies. Substitutes for products in this category are usually cosmetic products rather than medicines.

Euromonitor International's Medicated Skin Care in Turkey 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 TURKEY

Euromonitor International

April 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

Abdi Ibrahim İlaç Sanayi Ve Ticaret AS in Consumer Health (turkey)

Strategic Direction

Key Facts

Summary 1 Abdi Ibrahim İlaç Sanayi ve Ticaret AS: Key Facts

Summary 2 Abdi Ibrahim İlaç Sanayi ve Ticaret AS: Operational Indicators

Company Background

Production

Summary 3 Abdi Ibrahim İlaç Sanayi ve Ticaret AS: Production Statistics 2011

Competitive Positioning

Summary 4 Abdi Ibrahim İlaç Sanayi ve Ticaret AS: Competitive Position 2011

Biota Laboratuvarlari in Consumer Health (turkey)

Strategic Direction

Key Facts

Summary 5 Biota Laboratuvarlari: Key Facts

Summary 6 Biota Laboratuvarlari: Operational Indicators

Company Background

Production

Summary 7 Biota Laboratuvarlari: Production Statistics 2011

Competitive Positioning

Summary 8 Biota Laboratuvarlari: Competitive Position 2011

Kurtsan İlaclari As in Consumer Health (turkey)

Strategic Direction

Key Facts

Summary 9 Kurtsan İlaclari AS: Key Facts

Summary 10 Kurtsan İlaclari AS: Operational Indicators

Company Background

Production

Summary 11 Kurtsan İlaclari AS: Production Statistics 2011

Competitive Positioning

Summary 12 Kurtsan İlaclari AS: Competitive Position 2011

Executive Summary

Consumer Health Demonstrates Positive Growth in 2011

Long-awaited OTC Legislation Is Still To Be Introduced

Multinational Companies Lead

Chemists/pharmacies Is the Dominant Distribution Channel

Consumer Health Is To Register Growth Over the Forecast Period

Key Trends and Developments

Improved Economic Conditions Benefit the Consumer Health Industry

the Long-awaited OTC Legislation Is To Expand Consumer Health

Increasing Life Expectancy in the Turkish Population

Rapid Urbanisation in the Country Is A Significant Factor Behind Growth

Production of Generics by Local Companies Stimulates Growth

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

Table 15 Sales of Consumer Health by Category and Distribution Format: % Analysis 2011

Table 16 Forecast Sales of Consumer Health by Category: Value 2011-2016

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth

2011-2016

Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Summary 13 OTC - Switches 2009-2011

Definitions

Sources

Summary 14 Research Sources

I would like to order

Product name: Medicated Skin Care in Turkey

Product link: <https://marketpublishers.com/r/MC15E55C6A3EN.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/MC15E55C6A3EN.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