

## Merck KGaA in Consumer Health (World)

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Merck KGaA is a global top 20 producer of consumer health products. Despite relatively consistent revenue growth, the company has struggled to consistently gain share of the global consumer health market, due in large part to a significant absence from many of the world's largest markets. The company could benefit greatly from increased acquisitive behaviour and a global consolidation of its overly broad portfolio, but it will need to move quickly in light of increasing industry competition.

Euromonitor International's Merck KGaA 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.

**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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