

# Novartis Sverige AB in Consumer Health (Sweden)

<https://marketpublishers.com/r/N1D8C572514EN.html>

Date: November 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N1D8C572514EN

## Abstracts

Novartis Sverige seeks to generate growth in all areas of its business. With this in mind, the company is set to focus primarily on the marketing of the Novartis product portfolio in Sweden. In terms of OTC, the company is expected to continue focusing on innovation in pharmaceuticals as well as in generics. As such, the company focuses on implementing pharmaceutical products that are congruent with the demographic profile of the Swedish population.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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.

## Contents

Strategic Direction

Key Facts

Summary 1 Novartis Sverige AB: Key Facts

Summary 2 Novartis Sverige AB: Operational Indicators

Competitive Positioning

Summary 3 Novartis Sverige AB: Competitive Position 2015

## I would like to order

Product name: Novartis Sverige AB in Consumer Health (Sweden)

Product link: <https://marketpublishers.com/r/N1D8C572514EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N1D8C572514EN.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