

Nu Skin Enterprises Inc in Consumer Health (World)

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Date: August 2011

Pages: 37

Price: US\$ 572.00 (Single User License)

ID: N5F55EB9A11EN

Abstracts

Nu Skin product portfolio is focused on scientific research to develop products which produce significant benefits to combat the ageing process. In 2010, the company launched its ageLOC Vitality range - the most premium and advanced yet, which claims to influence gene expression and fight the ageing process from the inside. The largest proportion of Nu Skin's sales take place in Japan, but here it is facing declining sales. The company therefore is focusing on emerging markets such as China.

Euromonitor International's Nu Skin Enterprises Inc 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, Child-Specific Consumer Health, Herbal/Traditional Products, OTC, 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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