

OTC Triptans in Germany

<https://marketpublishers.com/r/O66E6DF292BEN.html>

Date: July 2012

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: O66E6DF292BEN

Abstracts

2011 saw the introduction of a second product in the category in Germany; Dolortriptan, with the active ingredient almotriptan, was introduced by Johnson & Johnson GmbH. This launch and the continued growth of Formigran (GlaxoSmithKline GmbH & Co KG) were responsible for a considerable further increase of category value sales in Germany in 2011.

Euromonitor International's OTC Triptans in Germany 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the OTC Triptans 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

OTC TRIPTANS IN GERMANY

Euromonitor International
July 2012

LIST OF CONTENTS AND TABLES

Headlines

Trends

Switches

Competitive Landscape

Prospects

Category Data

Table 1 Sales of OTC Triptans: Value 2006-2011

Table 2 Sales of OTC Triptans: % Value Growth 2006-2011

Table 3 OTC Triptans Company Shares by Value 2007-2011

Table 4 OTC Triptans Brand Shares by Value 2008-2011

Table 5 Forecast Sales of OTC Triptans: Value 2011-2016

Table 6 Forecast Sales of OTC Triptans: % Value Growth 2011-2016

GlaxoSmithKline GmbH & Co Kg in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 1 GlaxoSmithKline GmbH & Co KG: Key Facts

Summary 2 GlaxoSmithKline GmbH & Co KG: Operational Indicators

Company Background

Production

Summary 3 GlaxoSmithKline GmbH & Co KG: Production Statistics 2011

Competitive Positioning

Summary 4 GlaxoSmithKline GmbH & Co KG: Competitive Position 2011

Johnson & Johnson GmbH in Consumer Health (germany)

Strategic Direction

Key Facts

Summary 5 Johnson & Johnson GmbH: Key Facts

Summary 6 Johnson & Johnson GmbH: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 7 Johnson & Johnson GmbH: Competitive Position 2011

Executive Summary

Consumer Health Overall Stagnating in Germany in 2011

Market Under Pressure From Healthier Diets and More Exercise

Very Fragmented Market Continues To Be Led by Bayer Vital

Consumer Healthcare Most Often Sold in Health and Beauty Retailers

Small Decline of Consumer Health Expected Over Forecast Period in Germany

Key Trends and Developments

Ongoing Relatively Favourable Economic Conditions in Germany in 2011

Demographic Changes Continue To Influence Consumer Health in Germany

Increasing Shares of Sales Through Internet Retailing in Consumer Health

Consumer Lifestyle Issues Offer Opportunities for Manufacturers and Retailers

Innovation Essential for Premium Brands To Thrive in Consumer Health

Market Indicators

Table 7 Consumer Expenditure on Health Goods and Medical Services 2006-2011

Table 8 Life Expectancy at Birth 2006-2011

Market Data

Table 9 Sales of Consumer Health by Category: Value 2006-2011

Table 10 Sales of Consumer Health by Category: % Value Growth 2006-2011

Table 11 Consumer Health Company Shares 2007-2011

Table 12 Consumer Health Brand Shares 2008-2011

Table 13 Penetration of Private Label by Category 2006-2011

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

Switches

Summary 8 OTC - Switches 2010-2011

Definitions

Sources

Summary 9 Research Sources

I would like to order

Product name: OTC Triptans in Germany

Product link: <https://marketpublishers.com/r/O66E6DF292BEN.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/O66E6DF292BEN.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