

OTC Obesity - Greece

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Abstracts

In line with EU regulations, products in OTC obesity were not available in Greece in 2008. However, in October 2008, the European Medicines Agency (EMA) authorised the switching of active ingredient Orlistat (60mg). In this context, GlaxoSmithKline was granted licence for the launch of its Alli brand in Greece, introduced at the end of November 2009. Available in a bottle of 84 hard capsules of 60mg, this “diet pill” is characterised as GlaxoSmithKline’s “de-tuned” version of the popular...

Euromonitor International's OTC Obesity Products in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

Product coverage:

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 industry;
- * 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 and Santiago 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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