

OTC Obesity - USA

<https://marketpublishers.com/r/O00EF4DE58FEN.html>

Date: March 2010

Pages: 47

Price: US\$ 990.00 (Single User License)

ID: O00EF4DE58FEN

Abstracts

Sales of OTC obesity treatments declined by 2% in 2009. The switch of Alli, the first FDA approved weight loss drug, is proving to be a disappointment for GlaxoSmithKline, despite the state of the US population that is ripe for a scientifically tested weight loss remedy. According to the Center for Disease Control, obesity rates increased in 37 US states in 2007 over the previous year. While overall US obesity rates appear to be stabilising, 34% of US adults aged 20 or above were obese in 2006.

Euromonitor International's OTC Obesity Products in USA 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.

Contents

OTC Obesity in the US
Euromonitor International
March 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Consumer Healthcare Industry Proves Recession-resistant

Fda Flexes Its Muscles

Private Label Proves To Be A Tenacious Competitor

Retailers Focus on Consumer Health

Product Switches Are Expected To Drive Future Growth

US Economic Slowdown Promotes Self-medication

Private Label Proves To Be A Tenacious Competitor

US Food and Drug Agency Asserts Its Weight

OTC Switches Drive Industry Growth

Blurring Lines Between Dietary Supplements, OTC Remedies, Food and Drinks

Market Indicators

Table 1 Consumer Expenditure on Health Goods and Medical Services 2004-2009

Table 2 Life Expectancy at Birth 2004-2009

Market Data

Table 3 Sales of Consumer Health by Sector: Value 2004-2009

Table 4 Sales of Consumer Health by Sector: % Value Growth 2004-2009

Table 5 Consumer Health Company Shares by Value 2005-2009

Table 6 Consumer Health Brand Shares by Value 2006-2009

Table 7 Penetration of Private Label by Sector 2004-2009

Table 8 Sales of Consumer Health by Distribution Format: % Analysis 2004-2009

Table 9 Sales of Consumer Health by Sector and Distribution Format: % Analysis 2009

Table 10 Forecast Sales of Consumer Health by Sector: Value 2009-2014

Table 11 Forecast Sales of Consumer Health by Sector: % Value Growth 2009-2014

Appendix

OTC Registration and Classification

Vitamins & Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 OTC Healthcare Switches 2007-2009

Definitions

Sector and Subsector Definitions

Summary 2 Research Sources

Adams Respiratory Therapeutics Inc**Strategic Direction****Key Facts**

Summary 3 Adams Respiratory Therapeutics Inc: Key Facts

Company Background**Production****Competitive Positioning**

Summary 4 Adams Respiratory Therapeutics: Competitive Position 2009

Bayer Corp**Strategic Direction****Key Facts**

Summary 5 Bayer Corp: Key Facts

Company Background**Competitive Positioning**

Summary 6 Bayer Corp: Competitive Position 2009

Chattem Inc**Strategic Direction****Key Facts**

Summary 7 Chattem Inc: Key Facts

Summary 8 Chattem Inc: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 9 Chattem, Inc: Competitive Position 2009

General Nutrition Centers Inc**Strategic Direction****Key Facts**

Summary 10 General Nutrition Centers Inc: Key Facts

Summary 11 General Nutrition Centers: Operational Indicators

Company Background**Production****Competitive Positioning**

Summary 12 General Nutrition Centers Inc: Competitive Position 2009

GlaxoSmithKline Consumer Health**Strategic Direction****Key Facts**

Summary 13 GlaxoSmithKline: Key Facts

Company Background

Production

Competitive Positioning

Summary 14 GlaxoSmithKline Consumer Health: Competitive Position 2009

Johnson & Johnson Inc

Strategic Direction

Key Facts

Summary 15 Johnson & Johnson Inc: Key Facts

Company Background

Production

Competitive Positioning

Summary 16 Johnson & Johnson Inc: Competitive Position 2009

Melaleuca Inc

Strategic Direction

Key Facts

Summary 17 Melaleuca Inc: Key Facts

Summary 18 Melaleuca Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 19 Melaleuca Inc: Competitive Position 2009

Nature's Sunshine Products Inc

Strategic Direction

Key Facts

Summary 20 Nature's Sunshine Products Inc: Key Facts

Summary 21 Nature's Sunshine Products Inc: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 22 Nature's Sunshine Products Inc: Competitive Position 2009

Procter & Gamble Co, the

Strategic Direction

Key Facts

Summary 23 Procter & Gamble: Key Facts

Company Background

Production

Competitive Positioning

Summary 24 Procter & Gamble Co: Competitive Position 2009

Wyeth Consumer Healthcare Inc

Strategic Direction

Key Facts

Summary 25 Wyeth Consumer Healthcare Inc : Key Facts

Company Background

Production

Competitive Positioning

Summary 26 Centrum Consumer Products Inc: Competitive Position 2009

Trends

Category Data

Table 12 Sales of OTC Obesity: Value 2007-2009

Table 13 Sales of OTC Obesity: % Value Growth 2007-2009

Table 14 OTC Obesity Company Shares by Value 2005-2009

Table 15 OTC Obesity Brand Shares by Value 2006-2009

Table 16 Forecast Sales of OTC Obesity: Value 2009-2014

Table 17 Forecast Sales of OTC Obesity: % Value Growth 2009-2014

I would like to order

Product name: OTC Obesity - USA

Product link: <https://marketpublishers.com/r/O00EF4DE58FEN.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/O00EF4DE58FEN.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