

OTC Obesity - Venezuela

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Abstracts

There were no OTC obesity products available in Venezuela over the review period, although the UTC market does exist. The best known obesity medicine is Xenical, which maintained a position among the top 10 brands in the overall pharmaceutical sales ranking. Xenical rapidly gained widespread consumer acceptance due to a local inclination to avoid being overweight. Reductil was also available.

Euromonitor International's OTC obesity in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2004-2008, allowing you to identify the sectors driving growth. Forecasts to 2013 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 obesity 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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