

Otsuka Pharmaceutical Co Ltd in Consumer Health - World

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Abstracts

This report analyses Otsuka Pharmaceutical's consumer health operations. It particularly focuses on the company's efforts to reduce its reliance on Japan and the US through expansion in Asia and Europe, and to develop a diverse but integrated, nutrition-based offer.

Euromonitor International's Otsuka Pharmaceutical Co Ltd 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: Adult Mouth Care, Allergy Care, Analgesics, Calming and Sleeping, Child-Specific Consumer Health, Cough, Cold and Allergy (Hay Fever) Remedies, Digestive Remedies, Ear Care, Emergency Contraception, Eye Care, Herbal/Traditional Products, Medicated Skin Care, NRT Smoking Cessation Aids, OTC Obesity, OTC Statins, OTC Triptans, Slimming Products, Sports Nutrition, Vitamins and Dietary Supplements, Wound Treatments.

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

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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.

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