

Pfizer Inc in Consumer Health (Italy)

<https://marketpublishers.com/r/PA9BACD7EA1EN.html>

Date: June 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PA9BACD7EA1EN

Abstracts

2012 proved to be a difficult year for Pfizer Consumer Healthcare in many respects: in January, Pfizer received a €10.6 million fine from the Antitrust Authority for abuse of its dominant position, due to the company preventing the introduction on the Italian market of generics against glaucoma based on the same active principle as Pfizer's Xantalan. An investigation started after the call to action raised by Ratiopharm Italia, which was interested in producing the generic medication, and the...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

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 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

Strategic Direction

Key Facts

Summary 1 Pfizer Consumer Healthcare: Key Facts

Summary 2 Pfizer Consumer Healthcare: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Pfizer Inc: Competitive Position 2012

I would like to order

Product name: Pfizer Inc in Consumer Health (Italy)

Product link: <https://marketpublishers.com/r/PA9BACD7EA1EN.html>

Price: US\$ 150.00 (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/PA9BACD7EA1EN.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