

Pfizer SA de CV in Consumer Health (Mexico)

<https://marketpublishers.com/r/P0335E9501AEN.html>

Date: February 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P0335E9501AEN

Abstracts

Pfizer is a well-respected company which is a leader in terms of innovation in medicines. However, most of its efforts are directed to patent Rx medicines, with OTC products taking second place. The recent acquisition of Wyeth by Pfizer Inc offered the company a better position within consumer health overnight: for example, Wyeth offers a comprehensive line of nutrition products, which Pfizer lacks. Both companies have been operating in the country for decades, and have well-established brands.

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 SA de CV: Key Facts

Summary 2 Pfizer SA de CV: Operational Indicators

Company Background

Production

Summary 3 Pfizer SA de CV: Production Statistics 2012

Competitive Positioning

Summary 4 Pfizer SA de CV: Competitive Position 2012

I would like to order

Product name: Pfizer SA de CV in Consumer Health (Mexico)

Product link: <https://marketpublishers.com/r/P0335E9501AEN.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/P0335E9501AEN.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