

# Pfizer SA, Laboratórios in Consumer Health (Portugal)

https://marketpublishers.com/r/P5A47C249FFEN.html

Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P5A47C249FFEN

### **Abstracts**

Pfizer is expected to continue to focus on its core business in Portugal, which is vitamins. The company will aim to maintain its leading position in this category thanks to innovation and aggressive strategies in terms of advertising and distribution, giving importance to the visibility of its products at points of sale.

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 and Wellbeing.

**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 Laboratórios Pfizer SA: Key Facts

**Competitive Positioning** 

Summary 2 Laboratórios Pfizer SA: Competitive Position 2016



#### I would like to order

Product name: Pfizer SA, Laboratórios in Consumer Health (Portugal)
Product link: <a href="https://marketpublishers.com/r/P5A47C249FFEN.html">https://marketpublishers.com/r/P5A47C249FFEN.html</a>

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**

First name: Last name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/P5A47C249FFEN.html">https://marketpublishers.com/r/P5A47C249FFEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

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