

Pfizer Inc in Consumer Health (World)

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Abstracts

Pfizer's sales over the review period 2012-2017 posted a CAGR of 5% that resulted in absolute global retail sales growth of USD1.4 billion, though Pfizer fell slightly in overall company ranking from fourth place to fifth in 2017 due to the Sanofi/Boehringer Ingelheim merger. Though Advil remains number one globally in analgesics, most of Pfizer's portfolio growth occurred through the vitamin brand Centrum and dietary supplement brands Caltrate and Emergen-C.

Euromonitor International's Pfizer Inc 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: 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.

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