

## RB in Consumer Health (World)

<https://marketpublishers.com/r/R4CEA7EB6B9EN.html>

Date: January 2014

Pages: 37

Price: US\$ 572.00 (Single User License)

ID: R4CEA7EB6B9EN

### Abstracts

Reckitt Benckiser Plc (RB) is a world leading consumer goods conglomerate and continues its aggressive movement into the consumer health industry. RB has maintained its competitive position as a top 10 consumer health provider in 2013 and looks to further develop its share by increasing its presence in strategic high-growth markets through acquisitions, as well as by heavily investing in its leading “powerbrands” to promote organic growth in developed markets.

Euromonitor International’s RB 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.

**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

RB in Consumer Health (World)  
Euromonitor International  
January 2014  
Scope of the Report  
Strategic evaluation  
Strategic Evaluation  
Competitive Positioning  
Competitive positioning  
Market assessment  
Geographic and category opportunities  
Brand strategy  
Brand Strategy  
operations  
recommendations

## I would like to order

Product name: RB in Consumer Health (World)

Product link: <https://marketpublishers.com/r/R4CEA7EB6B9EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R4CEA7EB6B9EN.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