

# Regional Overview: Consumer Health Trends in Asia Pacific

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Date: March 2012

Pages: 59

Price: US\$ 2,000.00 (Single User License)

ID: RB376ADE26EEN

## Abstracts

Asia Pacific continues to deliver a wealth of growth prospects for consumer health companies and organisations. A large consumer base and untapped demand for self-care options create significant expansion opportunities for domestic, regional and multinational companies. However, regulatory hurdles, patent litigation and east versus west cultural differences pose important challenges to gaining access to the largest region in the world.

Euromonitor International's Regional Overview: Consumer Health Trends in Asia Pacific global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

**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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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