

# Takeda Pharmaceutical Co Ltd in Consumer Health (World)

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## Abstracts

Takeda Pharmaceutical Co Ltd, a Japan-based producer of prescription and consumer health products, is spreading its wings. Historically dependent on Japan for sales (in 2007, the market generated 96% of its consumer health values), a series of acquisitions in 2011 and 2012 has seen it push into new emerging markets in Eastern Europe, Latin America, Asia Pacific and Western Europe. Further acquisitions seem likely, as the company has substantial cash reserves, and like many of its Japanese peers...

Euromonitor International's Takeda Pharmaceutical Co Ltd 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.

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