

# Wound Treatments - Malaysia

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## Abstracts

Consumers increasingly perceived little difference in product quality between private label and branded products for sticking plasters. As a result, more consumers switched to private label. Consumers are also increasingly demanding more sophisticated ranges of sticking plasters such as Watsons Transparent Plasters and Guardian Fashion Plasters due to colourful motifs that made more interesting and marked individuality among consumers. The outbreak of the influenza A (H1N1) virus in 2009,...

Euromonitor International's Wound Treatments Products in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Other Wound Treatments, Sticking Plasters

**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 industry;

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 and Santiago 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.

## Contents

Wound Treatments in Malaysia  
Euromonitor International  
May 2010

### LIST OF CONTENTS AND TABLES

#### Executive Summary

Consumer Healthcare Maintains Positive Performance in 2009

Premium Brands Still Stand Out Despite the Economic Downturn

International Manufacturers Maintain A Strong Foothold

Store-based Retailing Makes Up Bulk of Sales

Positive Outlook for Consumer Healthcare in the Forecast Period

#### Key Trends and Developments

No Strong Positive Impact on Private Label by the Economic Downturn

Non-otc Products Increasingly Serve A Similar Role To OTC Products

Manufacturers Broadened Their Marketing Campaigns During the Economic Downturn

Growing Popularity of Generic Drugs Good for Local Pharmaceutical Companies

New Product Developments Connecting Healthcare To Modern Living

#### Market Indicators

Table 1 Consumer Expenditure on Health Goods and Medical Services 2004-2009

Table 2 Life Expectancy at Birth 2004-2009

#### Market Data

Table 3 Sales of Consumer Health by Sector: Value 2004-2009

Table 4 Sales of Consumer Health by Sector: % Value Growth 2004-2009

Table 5 Consumer Health Company Shares by Value 2005-2009

Table 6 Consumer Health Brand Shares by Value 2006-2009

Table 7 Penetration of Private Label by Sector 2004-2009

Table 8 Sales of Consumer Health by Distribution Format: % Analysis 2004-2009

Table 9 Sales of Consumer Health by Sector and Distribution Format: % Analysis 2009

Table 10 Forecast Sales of Consumer Health by Sector: Value 2009-2014

Table 11 Forecast Sales of Consumer Health by Sector: % Value Growth 2009-2014

#### Appendix

OTC Registration and Classification

Vitamins and Dietary Supplements Registration and Classification

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 OTC Healthcare Switches 2007-2009

## Definitions

Summary 2 Research Sources

Hoe Pharmaceuticals Sdn Bhd

Strategic Direction

Key Facts

Summary 3 Hoe Pharmaceuticals Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 4 Hoe Pharmaceuticals Sdn Bhd: Competitive Position 2009

Hovid Sdn Bhd

Strategic Direction

Key Facts

Summary 5 Hovid Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 6 Hovid Sdn Bhd: Competitive Position 2009

Pharmaniaga Bhd

Strategic Direction

Key Facts

Summary 7 Pharmaniaga Bhd: Key Facts

Summary 8 Pharmaniaga Bhd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 9 Pharmaniaga Bhd: Competitive Position 2009

Total Health Concept Sdn Bhd

Strategic Direction

Key Facts

Summary 10 Total Health Concept Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 11 Total Health Concept Sdn Bhd: Competitive Position 2009

Ysp Industries (m) Sdn Bhd

Strategic Direction

Key Facts

Summary 12 YSP Industries (M) Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 13 YSP Industries (M) Sdn Bhd: Competitive Position 2009

Trends

Category Data

Table 12 Sales of Wound Treatments by Subsector: Value 2004-2009

Table 13 Sales of Wound Treatments by Subsector: % Value Growth 2004-2009

Table 14 Wound Treatments Company Shares by Value 2005-2009

Table 15 Wound Treatments Brand Shares by Value 2006-2009

Table 16 Forecast Sales of Wound Treatments by Subsector: Value 2009-2014

Table 17 Forecast Sales of Wound Treatments by Subsector: % Value Growth  
2009-2014

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