

Wound Treatments - South Korea

<https://marketpublishers.com/r/W860A80DD72EN.html>

Date: May 2010

Pages: 32

Price: US\$ 990.00 (Single User License)

ID: W860A80DD72EN

Abstracts

Wound treatments continued healthy current value growth of 2% in 2009 to reach sales of almost Won19bn, thanks mainly to the strong performance of medicated dressings under other wound treatments which do not cause any scarring after treatment, and allow enough air to penetrate during the healing process. With market expansion, more manufacturers introduced new products into the subsector and 3% current value growth saw sales reach Won11bn in 2009.

Euromonitor International's Wound Treatments Products in South Korea 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 South Korea
Euromonitor International
May 2010

LIST OF CONTENTS AND TABLES

Executive Summary

Consumer Health Shows Negative Performance in 2009

Consumer Awareness About Boosting the Immune System Increases

Pharmaceutical Companies Focus More on Rx and Non-healthcare Products

Further Delay in Expansion of OTC Healthcare Into Grocery Retail Channel

Consumer Health Expected To Post Marginal Growth Over the Forecast Period

Key Trends and Developments

H1n1 Affected Market Performance

New Product Formats and Packaging To Capture Consumer Interest

Pharmaceutical Companies Have Increasingly Diverse Business Portfolios

Expanding Distribution Into the Grocery Channel Delayed

Young Consumers Emerge As Target Market for Nutritional Products

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 Preventive Medicine

Switches

Definitions

Sector and Subsector Definitions

Summary 1 Research Sources

Daewoong Pharmaceutical Co Ltd

Strategic Direction

Key Facts

Summary 2 Daewoong Pharmaceutical Co Ltd: Key Facts

Summary 3 Daewoong Pharmaceutical Co Ltd: Operational Indicators

Company Background

Production

Summary 4 Daewoong Pharmaceutical Co Ltd: Production Statistics 2009

Competitive Positioning

Summary 5 Daewoong Pharmaceutical Co Ltd: Competitive Position 2009

Dong-a Pharmaceutical Co Ltd

Strategic Direction

Key Facts

Summary 6 Dong-A Pharmaceutical Co Ltd: Key Facts

Summary 7 Dong-A Pharmaceutical Co Ltd: Operational Indicators

Company Background

Production

Summary 8 Dong-A Pharmaceutical Co Ltd: Production Statistics 2009

Competitive Positioning

Summary 9 Dong-A Pharmaceutical Co Ltd: Competitive Position 2009

Korea Ginseng Corp

Strategic Direction

Key Facts

Summary 10 Korea Ginseng Corp: Key Facts

Summary 11 Korea Ginseng Corp: Operational Indicators

Company Background

Production

Summary 12 Korea Ginseng Corp: Production Statistics 2009

Competitive Positioning

Summary 13 Korea Ginseng Corp: Competitive Position 2009

Kwang Dong Pharm Co Ltd

Strategic Direction

Key Facts

Summary 14 Kwang Dong Pharm Co Ltd: Key Facts

Summary 15 Kwang Dong Pharm Co Ltd: Operational Indicators

Company Background

Production

Summary 16 Kwang Dong Pharm Co Ltd: Production Statistics 2009
Competitive Positioning

Summary 17 Kwang Dong Pharm Co Ltd: 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

I would like to order

Product name: Wound Treatments - South Korea

Product link: <https://marketpublishers.com/r/W860A80DD72EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W860A80DD72EN.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