

Reportlinker Adds Corporate Strategies in Consumer Health 2010

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NEW YORK, Dec, 14, 2010 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

[Corporate Strategies in Consumer Health 2010](#) [1]

<http://www.reportlinker.com/p0338740/Corporate-Strategies-in-Consumer-Health-2010.html> [2]

The consumer health market enjoyed sustained growth in 2009. Pharmaceutical companies dominate and worked hard to sustain their shares in order to offset revenue losses in their Rx businesses, which faced increasing pressure from generics. However, competition in consumer health is intense, given the expanding private label presence, particularly in developed markets. Corporate Strategy in Consumer Health 2010 explains how companies have reacted and fared through the difficult economic times.

Euromonitor International's Corporate Strategies in Consumer Health 2010 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: Adult Mouth Care, Allergy Care, Analgesics, Calming and Sleeping, Child-Specific Consumer Health, Cough, Cold and Allergy (Hay Fever) Remedies, Digestive Remedies, Ear Care, Emergency Contraception, Eye Care, Herbal/Traditional Products, Medicated Skin Care, NRT Smoking Cessation Aids, OTC Obesity, OTC Statins, OTC Triptans, Slimming Products, Sports Nutrition, Vitamins and Dietary Supplements, Wound Treatments.

Data coverage: market sizes (

[SOURCE](#) [3]

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http://www.mdtmag.com/news/2010/12/reportlinker-adds-corporate-strategies-consumer-health-2010?qt-recent_content=0

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Links:

[1] http://www.reportlinker.com/p0338740/Corporate-Strategies-in-Consumer-Health-2010.html?utm_source=prnewswire&utm_medium=pr&utm_campaign=prnewswire

[2] <http://www.reportlinker.com/p0338740/Corporate-Strategies-in-Consumer-Health-2010.html>

[3] <http://www.bio-medicine.org/medicine-technology-1/Reportlinker-Adds-Corporate-Strategies-in-Consumer-Health-2010-13271-1/>