

Bayer AG in Consumer Health (World)

Global Strategy | 2023-02-16 | 34 pages | Euromonitor

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Report description:

Bayer AG continued to record growth during another challenging year in 2022, and despite the difficult operating environment created by the swift rise in global inflation and shortages to ingredients and raw materials, which has impacted growth across the consumer health industry, the company consolidated its position as the third largest consumer health company.

Euromonitor International's Bayer AG 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 and Wellbeing.

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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Table of Contents:

Introduction

State of play

Exposure to future growth

Competitive positioning

Cough, cold and allergy (Hay fever) remedies

Dermatologicals

Appendix

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