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Emergency Contraception in Bulgaria by [Bharatbook](#)

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Emergency contraception sales grew by 11% in current value terms in 2011. This growth was driven by Escapelle, a product by the Hungarian company Richter Gedeon Ltd, launched in 2007. The launch was supported by an extensive marketing campaign, which included TV, radio, billboard and magazine advertisements and various sponsorships. This not only successfully popularised the product but also created consumer awareness of emergency contraception products and their usage and properties. The...

Emergency Contraception in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2007-2011, allowing you to identify the sectors driving growth. Forecasts to 2016 illustrate how the market is set to change. <http://www.bharatbook.com/market-research-reports/healthcare-market-research-report/emergency-contraception-in-bulgaria.html>

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data. Industry Report

Why buy this report?

- * Get a detailed picture of the Emergency Contraception 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.

For more information kindly visit :

Emergency Contraception in Bulgaria

Or

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Article Keywords:

Healthcare, Bulgaria, Demand Forecast, Market, Market Research Reports

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