Consumer Health

Jully 2011

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DIGESTIVE REMEDIES IN SWEDEN - CATEGORY ANALYSIS

HEADLINES

- Current value sales reach SEK641 million in 2010; an increase of 5%
- De-regulation and the continued ageing of the Swedish population are key growth drivers
- H2 blockers records the fastest retail value growth in 2010 at 7%
- McNeil Sweden AB is the leading category player with current value share of 19%
- Digestive remedies in Sweden is expected to reach constant value sales of SEK758 million by 2015, which represents an overall increase of 18%

TRENDS

- The ageing population is a key driver of category sales. Ageing can lead to difficulties in digesting food. Acidity, heartburn and constipation continue to offer good opportunities for growth of digestive remedies in Sweden. According to research undertaken by Novartis, approximately 36% of the Swedish population suffered from indigestion complaints in a given six month period. This statistic reveals the strong demand and growth potential for Swedish digestive remedies.
- In current retail value terms, growth in 2010 was slower than the 9% CAGR recorded for the review period. De-regulation, while strongly boosting the sales of certain segments such as H2 blockers and laxatives, did not have the same level of impact on total digestive remedies. This is because certain digestive remedies' availability, such as diarrhoeal remedies, continued to be controlled by chemists/pharmacies due to the possibility of consumer misuse.
- H2 blockers recorded the fastest retail value growth in 2010 at 7%. Sales of H2 blockers in 2010 benefitted from de-regulation, which led to an increase in product availability and distribution as grocery retailers are now permitted to carry and sell certain digestive remedies previously restricted to chemists/pharmacies. H2 blocker brands such as Pepcid Duo and Inside are now widely available via the grocery retailer channel.
- Despite the de-regulation of pharmacy sales, this did not have any real or significant influence on pricing developments in 2010. For example, the H2 Blockers brand Pepcid Duo was priced at SEK84.5 (12 unit packaging) by parapharmacies chain Apoteket in 2009. Subsequent de-regulation led to the brand being distributed via supermarkets. However, both Apoteket and the grocery retailer chain ICA Supermarket priced Pepcid Duo at SEK84.5 (12 unit packaging) in 2010.
- There are no child-specific digestive products in Sweden. This is because the overriding majority of products offer dosage recommendations for both adults and children. The existence of these dosage recommendations are stifling the development of child-specific sales as there is no clear and defining reason for consumers to purchase these products.
- Herbal/traditional digestive remedies accounted for just 2% share of overall sales in the category in 2010. These products are mainly present in digestive enzymes, but herbal/traditional products are also present in laxatives and diarrhoeal remedies. There are no strong herbal/traditional brands in these segments. Herbal/traditional products continued to lose share in 2010 compared with the previous year, as many consumers shifted back from herbal to standard products. This was a result of general opinion that standard products are more efficient than herbal products.
- The dietary discussion in Sweden is quite confused, and at the end of the review period, the focus was on high carbohydrate versus low carbohydrate diets, although a number of other diets and programmes are flourishing. Fast food has a poor reputation, but is working hard to improve its image, and menus were certainly healthier in 20010 than they were in 2005. This includes fast food chains such as McDonald's and domestic chain Max. Another trend is "back-to-basics", towards organic food without any additives,

preservatives or E-numbers. Indigestion problems are generally seen as a lifestyle problem, and certainly impact sales of indigestion and heartburn remedies.

- There are several influences in play when consumers choose digestive remedies. Price usually has marginal importance, as most products are affordable by the majority of households. Previous positive experience of a specific brand is one important influencing factor, as well as recommendations from friends, pharmacists and doctors.
- An ageing population, meals high in fats and irritants, and a rising urban population suffering from high stress all contribute to the continued adoption of irritable bowel syndrome (IBS) treatments. Indulgence periods such as Christmas, New Year and Easter lead to a seasonal peak in the consumption of digestive remedies.
- IBS treatments does not have OTC status in Swedish consumer health.

SWITCHES

- Eight digestive remedies were switched to OTC status in 2009: diarrhoeal remedy Imodium 2mg from McNeil Sweden AB, laxative Dulcolax 5mg and 10mg from Boehringer Ingelheim AB, laxative Pursennid 12mg from Novartis Sverige AB, laxative Laxido from Nordic Drugs AB and three proton pump inhibitors from Altana AG (owned by Nycomed AB), Pantoloc 20mg, Somac 20mg and Pantecta 20mg. Larger packaging sizes of Dulcolax and Pursennid were later (June 2009) switched back to Rx status after several reports of misuse by teenage girls (to aid weight loss).

COMPETITIVE LANDSCAPE

- In national brand owner terms, McNeil Sweden AB was the leading category player with a retail value share of 19% in 2010. McNeil Sweden is the NBO of several popular and leading digestive remedies brands in Sweden, including diarrhoeal remedy Imodium, H2 blocker Pepcid Duo and laxative Microlax.

PROSPECTS

- De-regulation will continue to drive sales growth over the forecast period. Similar to the review period, the continued ageing of the population will increase the absolute demand for digestive remedies.

CATEGORY DATA

Table 1 Sales of Digestive Remedies by Category: Value 2005-2010

SEK million

	2005	2006	2007	2008	2009	2010
Child-Specific Digestive Remedies						
Diarrhoeal Remedies						
IBS Treatments						
Indigestion and Heartburn Remedies						
Laxatives						
Motion Sickness Remedies						
Digestive Remedies						

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 2 Sales of Digestive Remedies by Category: % Value Growth 2005-2010

% current value growth

	2009/10	2005-10 CAGR	2005/10 TOTAL
Child-Specific Digestive Remedies			
Diarrhoeal Remedies			

IBS Treatments
Indigestion and Heartburn Remedies
Laxatives
Motion Sickness Remedies
Digestive Remedies

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Digestive Remedies Company Shares by Value 2006-2010

% retail value rsp

Company	2006	2007	2008	2009	2010
Total	100.0	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Digestive Remedies Brand Shares by Value 2007-2010

% retail value rsp

Brand	Company	2007	2008	2009	2010

Total	100.0	100.0	100.0	100.0

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Forecast Sales of Digestive Remedies by Category: Value 2010-2015

SEK million

	2010	2011	2012	2013	2014	2015
Child-Specific Digestive Remedies						
Diarrhoeal Remedies						
IBS Treatments						
Indigestion and Heartburn Remedies						
Laxatives						
Motion Sickness Remedies						
Digestive Remedies						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 6 Forecast Sales of Digestive Remedies by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
Child-Specific Digestive Remedies		
Diarrhoeal Remedies		
IBS Treatments		
Indigestion and Heartburn Remedies		
Laxatives		
Motion Sickness Remedies		

Digestive Remedies

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

DIGESTIVE REMEDIES IN SWEDEN - COMPANY PROFILES

ABIGO MEDICAL AB IN CONSUMER HEALTH (SWEDEN)

Strategic Direction

~ The company will seek consumer health sales growth through new product developments, specifically product groups that have newly received OTC status,

Key Facts

Summary 1 Abigo Medical AB: Key Facts

Full name of company:	Abigo Medical AS
Address:	EkElnomivagen 5, 436 33 Askim, Sweden
Tel	+46 (31) 748950
Fax:	+46 (31) 683951
www:	www.abigo.se
Activities:	Pharmaceuticals

Source: Ratsit.se,companyresearch

Summary 2 Abigo Medical AB: Operational Indicators

	2008	2009	2010(e)
Net sales (SEK million)	50.09	59.06	65
Net profit (SEK million)	128	2.5	3
Number of employees	29	30	31

Source: Ratsit.se

Company Background

~ Abigo Medical is a small privately-owned Swedish pharmaceutical company operating mainly in Sweden, but also with international activities, The company is part of the family-owned Abigo Group, comprising Abigo Medical AB, DHC, Abigo A/S and Sylak AB,

~ Abigo Medical offers its own licensed pharmaceutical and wound care products. It has approximately 35 on offer, both within Rx and OTC healthcare. Of these, the majority of the company's products have very small shares in their respective product categories,

~ Company representatives claim that its future success will be due to its highly skilled personnel. The company's key personnel have on average 20 years experience in Swedish pharmaceuticals. Doctors, researchers and other people at universities and institutions together form an integral part of the company's expanding research and development network,

Production

~ Abigo' s production facilities are situated in Askim near Gothenburg and Askersund in Central Sweden. All of the company's products are produced in Sweden.

- Abigo exports its products to about 30 countries around the world.

Competitive Positioning

- The company's overall share in 20 10 was marginal, ranking Abigo 25th overall in Swedish consumer health.
- The company's share declined in the latter years of the review period.
  - Abigos OTC healthcare operations comprise products across many areas. The company notably claims to have the most extensive line of vitamins on offer in Sweden, although its share of value sales was low in 2010 at just 2%.
  - Within consumer health, the company focuses mainly on niche product categories, in which it supplies low cost altematives for Apoteket pharmacies.
  - The company rarely advertises its products, largely due to the small size of sales in the product areas in which it operates.
- Abigos product portfolio has a standard to economy price positioning.

Summary3 Abigo MedicalAS: CompetitivePosition 2010

Product type	Value share	.Rank
Consumer healthcare	0.6%	25
Calming and sleeping products	11.3%	4
Digestive remedies	05%	26
Laxatives	2.3%	9
Vitamins and dietary supplements	1.9%	10
Child-specific vitamins and dietary supplements	5.2%	6
Calcium supplements	5.0%	5
Multivitamins	3.8%	7
Single vitamins	1UI%	4

Source. EuromonitorInternationalfrom companyreports, companyresearch, trade sources, trade interviews

ANTULA HEALTHCARE AB IN CONSUMER HEALTH (SWEDEN)

Strategic Direction

Key Facts

Summary4 Antula HealthcareAS: KeyFacts

Full name of com.pany:	Antula Healthcare AS
Address:	Dstermalmsgatan 19, 11426 Stockholm, Sweden
Tel:	+46 (8) 316 800
Fax:	*nfa*
www:	Antula.se

Activities: Sale, marketingand distributienof pharmaceuticals

Source: EuromonitorIntemationalfrom companyreports, companyresearch

Summary5 Antula HealthcareAS: OperationalIndicators

	2008	2009	2010
Netsales (SEKmillion)	Removed	Removed	Removed
Net profit (SEKmillion)	Removed	Removed	Removed
Numberof employees	Removed	R;:'emoved	Removed

Source. Companyresearch, trade sources, retsit.se

Company Background

~ Antnla Healthcareis a pharmaceutical companyfocusing on productsapprovedto be sold without prescription (OTC) today or likely to be approvedOTC statusin the future.

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Production

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Competitive Positioning

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Summary6 Antula HealthcareAS: CompetitivePosition 2010

Producttype	Valueshare	.Rank
Consumerhealthcare	Removed	Removed
Adult mouth care	Removed	Removed
Analgesics	Removed	Removed
Diclofenac	Removed	Removed
Naproxen	Removed	Removed

Digestiveremedies	Removed	Removed
H2 blockers	Removed	Removed
Motionsicknessremedies	Removed	Removed
Medicatedskin care	Removed	Removed
Hair losstreatments	Removed	Removed
Child-specificmedicatedskin care	Removed	Removed
Coldsore treatments	Removed	Removed
Haemorrhoidtreatments	Removed	Removed
OTC Triptans	Removed	Removed
Topical analgesics/anaesthetic	Removed	Removed

Source. Euromomtor Intematlonal from company reports, company research, trade sources, trade interviews

MEDA AB IN CONSUMER HEALTH (SWEDEN)

Strategic Direction

Key Facts

Summary 7 Meda AS: Key Facts

Full name of company:	MedaAB
Address:	Box 906, SE-170 09 Solna, Sweden
Tel:	+46 8-630 19 00
Fax:	+46 8-630 19 50
www:	Meda.se
Activities:	Manufacture,sale and distributionof pharmaceuticals.

Source. Euromomtor tniemetions: from company reports

Summary 8 Meda AS: Operational Indicators

Yearend 31st Dec	2008	2009	2010
Net sales (SEK million)	Removed	Removed	Removed
Net profit (SEK million)	Removed	Removed	Removed
Numberof employees	Removed	Removed	Removed

Source. Euromonitor tniemetions: from company reports

Company Background

- Meda AB hasin the last decadeevolved into a leading international specialitypharmaceuticalcompany with full representationin EuropeandNorth America throughits own salesorganisationsin 50 countries.

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Production

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Summary 9 Meda AS: Production Statistics 2010

Location	Brand	Annual production
Merignac, France	Removed	Removed
Cologne, Germany	Removed	Removed
Decatur, Illinois, US	Removed	Removed

Source. Euromonitor Intemetione! from company reports, company research

Competitive Positioning

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Summary 10 Meda AS: Competitive Position 2010

Product type	Value share	Rank
Consumer health	Removed	Removed
Digestive remedies	Removed	Removed
Indigestion and heartbum remedies	Removed	Removed
Antacids	Removed	Removed
Analgesics	Removed	Removed
Aspirin	Removed	Removed

Vitamins and dietary supplements	Removed	Removed

Source: Euromonitor International from company reports, company research, trade interviews

CONSUMER HEALTH IN SWEDEN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Resilience To Wider Economic Forces

Despite the weak economic climate, Swedish consumer health sales proved to be relatively immune to wider economic forces. Consumer health posted strong retail value growth once again in 2010, albeit slower than the CAGR recorded for the review period as a whole. Most mature consumer health categories proved to be resilient and posted healthy growth rates as consumers still needed to attend to their minor ailments. Growth in 2010 was also supplemented and supported by a number of other factors such as the self-medication trend, liberalisation of pharmacy sales, the continued ageing of the Swedish population and increased category segmentation.

Liberalisation Boosts Sales Growth

The de-regulation of pharmacy sales occurred in November 2009, leading to the entry of numerous new pharmacy chains. As part of this process the sale of certain OTC medicines was liberalised with distribution via mass market channels such as supermarkets and hypermarkets now possible. This change led to a strong boost in sales prompted by the greater availability and distribution of consumer health products. However, despite the de-regulation of pharmacy sales, subsequent entry of new players in pharmacy retailing sales and product availability in mass market channels, increased or significant price competition had yet to occur in Swedish consumer health at the end of the review period. The lack of price competition in the context of greater product distribution consequently encouraged the recording of strong current retail value growth rates for 2010.

Increasing Concentrated Environment

Consumer health’s sales were increasingly characterised by consolidation; numerous categories are dominated by a handful of players. Indeed major players are not just confined to one area of consumer health but have an overall presence across the spectrum of total consumer health sales. 2010 was also a year that witnessed merger and acquisition activity. The domestic player, Meda AB, firmly stated strategic goals to establish itself as a leading player. This will be achieved through a combination of organic growth and acquisition, as the company’s acquisition of BioPhausia OTC medicine product portfolio in September 2010 indicates.

Distribution Increasingly Diverse

Positive Outlook

KEY TRENDS AND DEVELOPMENTS

the Population Continues To Age

Current Impact

Outlook

Future Impact

Consumer Healthcare Proves Resilient To Wider Economic Forces

Current Impact

Outlook

Future Impact

Health and Wellness – A Driver of Sales

Current Impact

Outlook

Future Impact

Swedish Consumers Are More Willing To Self-medicate

Current Impact

Outlook

Future Impact

Liberalisation Does Not Lead To Increased Price Competition

Current Impact

Outlook

Future Impact

MARKET INDICATORS

Table 1	Consumer Expenditure on Health Goods and Medical Services 2005-2010					
SEK million	2005	2006	2007	2008	2009	2010
Pharmaceuticals,						

medical appliances/ equipment						
Outpatient services						
Hospital services						
Total						

Source: *Euromonitor International from official statistics, trade associations, trade interviews*

Table 2 Life Expectancy at Birth 2005-2010

years	2005	2006	2007	2008	2009	2010
Males						
Females						

Source: *Euromonitor International from official statistics*

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2005-2010

SEK million	2005	2006	2007	2008	2009	2010
OTC						
Sports Nutrition						
Vitamins and Dietary Supplements						
Weight Management						
Herbal/Traditional Products						
Allergy Care						
Child-Specific Consumer Health						
Consumer Health						

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 4 Sales of Consumer Health by Category: % Value Growth 2005-2010

% current value growth	2009/10	2005-10 CAGR	2005/10 TOTAL
OTC			
Sports Nutrition			
Vitamins and Dietary Supplements			
Weight Management			
Herbal/Traditional Products			
Allergy Care			
Child-Specific Consumer Health			
Consumer Health			

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 5	Consumer Health Company Shares by Value 2006-2010				
% retail value rsp Company	2006	2007	2008	2009	2010
Total	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 6	Consumer Health Brand Shares by Value 2007-2010				
% retail value rsp Brand	Company	2007	2008	2009	2010

Total	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 7 Penetration of Private Label by Category 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Consumer Health						
OTC						
Sports Nutrition						
Vitamins and Dietary Supplements						

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 8 Sales of Consumer Health by Distribution Format: % Analysis 2005-2010

% retail value rsp

	2005	2006	2007	2008	2009	2010
Store-Based Retailing						
Grocery Retailers						
Discounters						
Healthfood shops						
Hypermarkets						
Small Grocery Retailers						
Supermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Healthcare Specialist Retailers						

Mass Merchandisers						
Other Non-Grocery Retailers						
Non-Store Retailing						
Vending						
Homeshopping						
Internet Retailing						
Direct Selling						
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Table 9 Sales of Consumer Health by Category and Distribution Format: % Analysis 2010

% retail value rsp

	OTC	SN	VDS	WM	HTP	AC
Store-Based Retailing						
Grocery Retailers						
Discounters						
Healthfood shops						
Hypermarkets						
Small Grocery Retailers						
Supermarkets						
Other Grocery Retailers						
Non-Grocery Retailers						
Health and Beauty Retailers						
Chemists/Pharmacies						
Parapharmacies/Drugstores						
Other Healthcare Specialist Retailers						
Mass Merchandisers						
Other Non-Grocery Retailers						
Non-Store Retailing						
Vending						
Homeshopping						
Internet Retailing						
Direct Selling						
Total	100.0	100.0	100.0	100.0	100.0	100.0

	CSCH
Store-Based Retailing	
Grocery Retailers	
Discounters	
Healthfood shops	
Hypermarkets	
Small Grocery Retailers	
Supermarkets	
Other Grocery Retailers	
Non-Grocery Retailers	
Health and Beauty Retailers	
Chemists/Pharmacies	
Parapharmacies/Drugstores	
Other Healthcare Specialist Retailers	
Mass Merchandisers	
Other Non-Grocery Retailers	
Non-Store Retailing	
Vending	

Homeshopping	
Internet Retailing	
Direct Selling	
Total	100.0

Source: *Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources*

Key: *OTC = over the counter; SN = sports nutrition; VDS = vitamins and dietary supplements; WM = weight management; HTP = herbal/traditional products; AC = Allergy Care; CSCH = child-specicirfic consumer health*

Table 10 Forecast Sales of Consumer Health by Category: Value 2010-2015

SEK million

	2010	2011	2012	2013	2014	2015
OTC						
Sports Nutrition						
Vitamins and Dietary Supplements						
Weight Management						
Herbal/Traditional Products						
Allergy Care						
Child-Specific Consumer Health						
Consumer Health						

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2010-2015

% constant value growth

	2010-15 CAGR	2010/15 TOTAL
OTC		
Sports Nutrition		
Vitamins and Dietary Supplements		
Weight Management		
Herbal/Traditional Products		
Allergy Care		
Child-Specific Consumer Health		
Consumer Health		

Source: *Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources*

Note: *Sum of sectors is greater than the market size because the four allergy care subsectors are included in allergy care as well as cough, cold and allergy remedies, medicated skin care and eye care.*

APPENDIX

OTC Registration and Classification

European regulatory systems

Marketing authorisations

Advertising

Standardised Packaging Requirements

Vitamins and Dietary Supplements Registration and Classification

National legislation

Distribution

Regulation of vitamins and dietary supplements

Regulation of herbal products

Advertising

Self-medication/self-care and Preventative Medicine

Switches

Summary 1 OTC Healthcare Switches 2008-2010

Brand name	Manufacturer	Product type/Ingredient	Switch date
Alit	Removed	Removed	Removed
-	Removed	Removed	Removed
Lansopazol Mylan 30 mg enterokapsel	Removed	Removed	Removed
Omeprazol BMM Pharma 20 mg enterotablett	Removed	Removed	Removed
Bamyl Koffein 500 mgl SOmgtablet	Removed	Removed	Removed
Bamyl 500 mg Brustablett	Removed	Removed	Removed
Bamyl Koffein 500 mgl 50 mg brustablett	Removed	Removed	Removed
Telfast 120 mg filmdragerad tablet	Removed	Removed	Removed
Zomig Rapimelt 5 mg munsonderfaflande tablet	Removed	Removed	Removed
Toilax 5 mg enterotablett	Removed	Removed	Removed

Cetirizine BMM Pharma	Removed	Removed	Removed
Sumatriptan BMM Pharma 50 mg	Removed	Removed	Removed
Sumatriptan Ratiopharm 50mg	Removed	Removed	Removed
Sumatriptan Sandoz 50 mg	Removed	Removed	Removed
Dulcolax 5mg	Removed	Removed	Removed
Dulcolax 10mg	Removed	Removed	Removed
Kestine 10mg	Removed	Removed	Removed

Source. Official statistics, Lakemedelsverket), Trade interviews

DEFINITIONS

This report analyses the market for consumer health in Sweden. For the purposes of the study, the market has been defined as follows:

~ Analgesics
~ Cough, Cold And Allergy (Hay Fever) Remedies
~ Digestive Remedies
~ Medicated Skin Care
~ NRT Smoking Cessation Aids
~ Eye Care
~ Ear Care
~ Adult Mouth Care
~ Calming and Sleeping Products
~ Wound Care
~ Emergency Contraception
~ OTC Triptans
~ Vitamins and Dietary Supplements
~ Weight Management
~ Sports Nutrition
~ Herbal/Traditional Products

Explanations of words and/or terminology used in this report are as follows:

~ Leverantorsforeningen for homeopati - Swedish trade association for homeopathic therapists and suppliers
~ Lakemedelsverket - (Swedish) Medical Products Agency.

Sources used during research include the following:

Summary 2 Research Sources

Official Sources	Laksrnedelsverket
	L1F

	Medical Products Agency
Trade Associations	Apotekens Sevice
	Association of the European Self-Medication Industry (AESGP)
	Halsokostcentralen
	Hatsokostradet
	Lakemedelsindustriforeningen
	Svensk Egerward
	Svesk Handel
Trade Press	Anarsvarlden
	Anna Bjore
	Butikens Varld
	Dagens Handel
	Dagens Industri
	Dagens Media
	Dagens Medicin
	Dagens Nyfleter
	Economic & Legal Framework for Non-Prescription Medicines (AESGP)
	Fri Kopenskap
	Hufvudstadsbladet
	Uikemedelsvarden
	Ny Teknik
	Nyhetsbanken
	Nyhetsbyran Dlrekt
	OTC Bulletin
	Pharma Online
	PointLex
	Resume
	SVD Ekonomi
	Svenska Dagbladet
	Sydsvenska Dagbladet
	TT Nyhetsbanken
	TT Spectra
	Veckans Affarer
	Waymaker

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