

NIGERIA BRAND REPORT

– CONSUMERS OF HEADACHE TABLETS AND POWDERS –



REPORT OVERVIEW

**Compiled: November 2010
(75 pages)**

This comprehensive report examines the Nigerian headache tablets/powders segment: historical market sales (past 5 years), sales forecasts until 2014, local consumer/market trends, competitor analysis of key brands in the segment, detailed consumer geo-demographic profiling, consumer lifestyle and media consumption.

The consumer analysis is based on the latest annual consumer survey among a nationally representative sample of more than 14,000 people – Nigeria Media Planning Services All Media and Products Survey.

Some of the key questions the report will help you to answer are:

- What are the historical market sales and forecasts for the next 5 years?
- Who are the key players and brands in the market and how are they positioned?
- What are the important consumer and market trends that should be included in your business strategy?
- Who are the users (and non users) of headache tablets/powders? e.g. age, gender, affluence, life-stage, geographics
- How do you engage with them? e.g. lifestyle, internet, sports, music interests
- What media do you use to communicate to them? e.g. TV, radio, newspapers, magazines

REPORT OVERVIEW

It provides a comprehensive consumer profile of the entire headache pills/powders segment (minimum category sample = 1862 consumers), as well as a detailed segmentation by brand, namely: **Alcamol, Barbimol (Jubel), Emzor, M&B Paracetamol, Novalgin, Panadol.**

It examines in detail the demographics, lifestyle, media consumption and cell phone and Internet usage of the headache pills/powders segment by brand, making it a vital reference report for anyone wanting to understand this segment of the market.

Why purchase this market research report?

- The report focuses on consumer-based intelligence – the most valuable brand asset
- Provides a comprehensive analysis of the “big picture” with local consumer/market trends
- Historical sales (past 5 years) and sales forecasts until 2014
- Includes a detailed competitor analysis and brand positioning
- 75 page report with 100+ charts, graphs, tables
- Salient points and key insights are highlighted and summarised in comment boxes on each page

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75 page report with 100+ charts, graphs, tables and insights

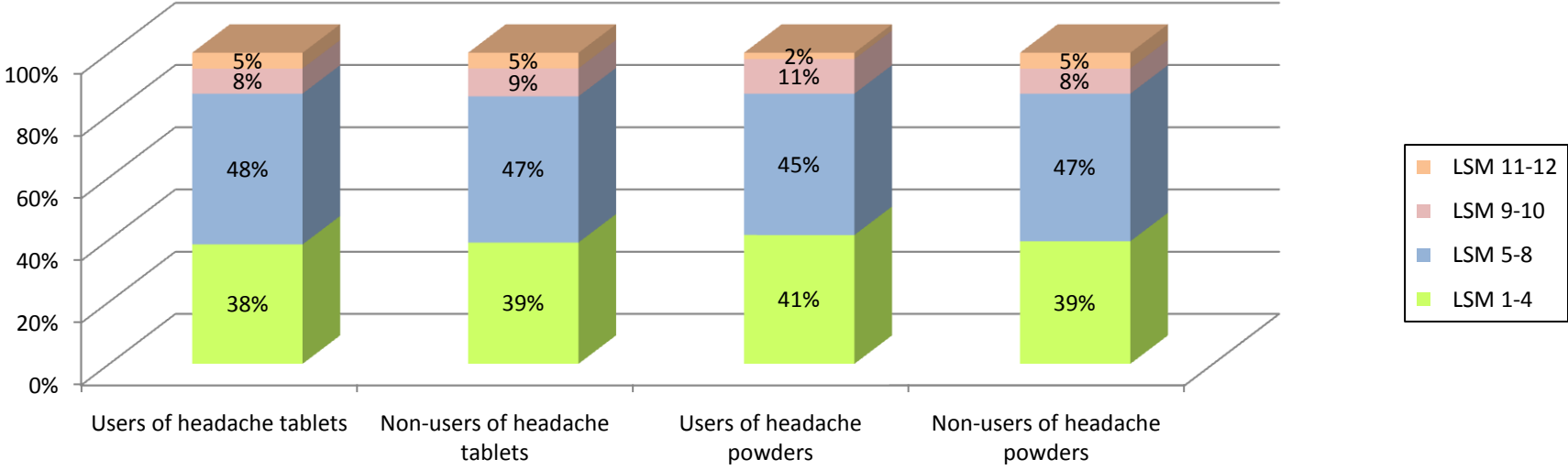
SAMPLE FROM REPORT: NIGERIA AT A GLANCE

	NIGERIA	SOUTH AFRICA
Motto	"Peace and Unity, Strength and Progress"	<i>Ike e: Ixarra Ike</i> "Unity in diversity" (literally "Diverse people unite")
Area	923,768 km ²	1,219,080 km ²
Population 2010 (Est.)	161,726,000 (10 th in the world)	49.99 million (25 th in world)
Population (Census)	124,009,000 (2003)	44.8 million
Population growth	0.02 (60 th in world)	0.28 (173 rd in world)
Density	167/km ² (71 st in world)	39/km ² (170 th in world)
Life Expectancy (UN)	Male: 46 years; Female: 48 years	Male: 49 years; Female: 50 years
GDP (PPP)	\$357.2 billion (2009 est.)	\$505 billion (2009 est.)
GDP (official exchange rate)	\$167.4 billion (2009 est.)	Rand (ZAR)
GDP - per capita (PPP)	\$2,400 (2009 est.)	\$287 billion (2009 est.)
GNI per capita (World Bank 2007)	\$1,980	\$10,243 (2009 est.)
Gini coefficient (inequality indicator)	43.7 (2003) (high inequality)	\$5,823
Human Development	0.511 (medium)	57.8 (high inequality)
Currency	Naira (₦) (NGN)	0.683 (medium)
Exports (2009 est.)	\$47.75 billion (46 th in the world)	R372 billion (42 nd in world)
Export commodities	petroleum and petroleum products (95%), cocoa, rubber	gold, diamonds, platinum, other metals and minerals, machinery and equipment
Export partners	US 35.08%, India 10.43%, Brazil 9.32%, Spain 7.19%, France 4.65% (2009)	China 10.6%, US 10.3%, Japan 9.2%, Germany 8.5%, UK 5.1%, India 4.2%, Netherlands 3.5%, Switzerland 3.3%, Zimbabwe 2.9%, Mozambique 2.7%
Imports (2009 est.)	\$32.99 billion (54 th in the world)	R387 billion (40 th in world)
Import commodities	machinery, chemicals, transport equipment, manufactured goods, food and live animals	machinery and equipment, chemicals, petroleum products, scientific instruments, foodstuffs
Import partners:	China 14.89%, US 8.88%, Netherlands 8.18%, South Korea 5.46%, UK 4.63%, France 4.19% (2009)	China 13.9%, Germany 11.8%, US 7.1%, Japan 5.3%, Saudi Arabia 4.3%, Iran 3.8%, UK 3.8%, India 3.4%, France 3.1%, Angola 2.9%

SAMPLE FROM REPORT

LSM GROUP PROFILE

Profile of LSM household group of headache tablet and powder users and non-users (2009)



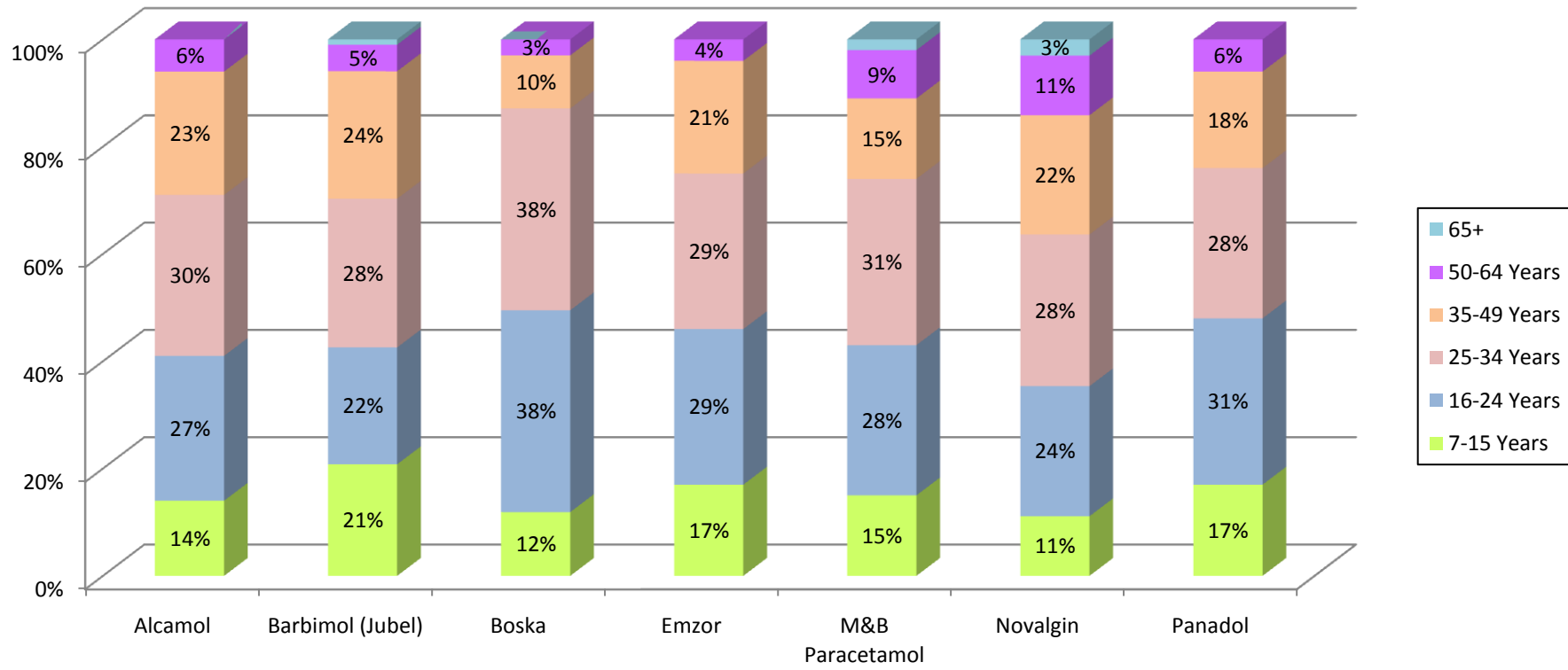
Frequency of users and non-users	Users of headache tablets	Non-users of headache tablets	Users of headache powders	Non-Users of headache powders
LSM 1-4	4 239 628	32 927 148	650 543	36 516 232
LSM 5-8	5 321 091	39 389 192	712 848	43 997 434
LSM 9-10	890 565	7 158 336	174 658	7 874 243
LSM 11-12	566 810	4 074 301	37 555	4 603 556

- In 2009, 86% of the headache tablet users were from LSM 1-8 households.
- 11% of headache powder users were living in LSM 9-10 households compared to 8% among headache tablet users.

SAMPLE FROM REPORT

BRAND PROFILE: AGE

Profile of headache tablets consumed most often by age group (2009)



- In 2009, 38% of Boska consumers were aged 16-24 years, compared to 22% of Barbimol users.
- 11% of Novalgin users were 50-64 years age, compared to only 4% among Emzor users.

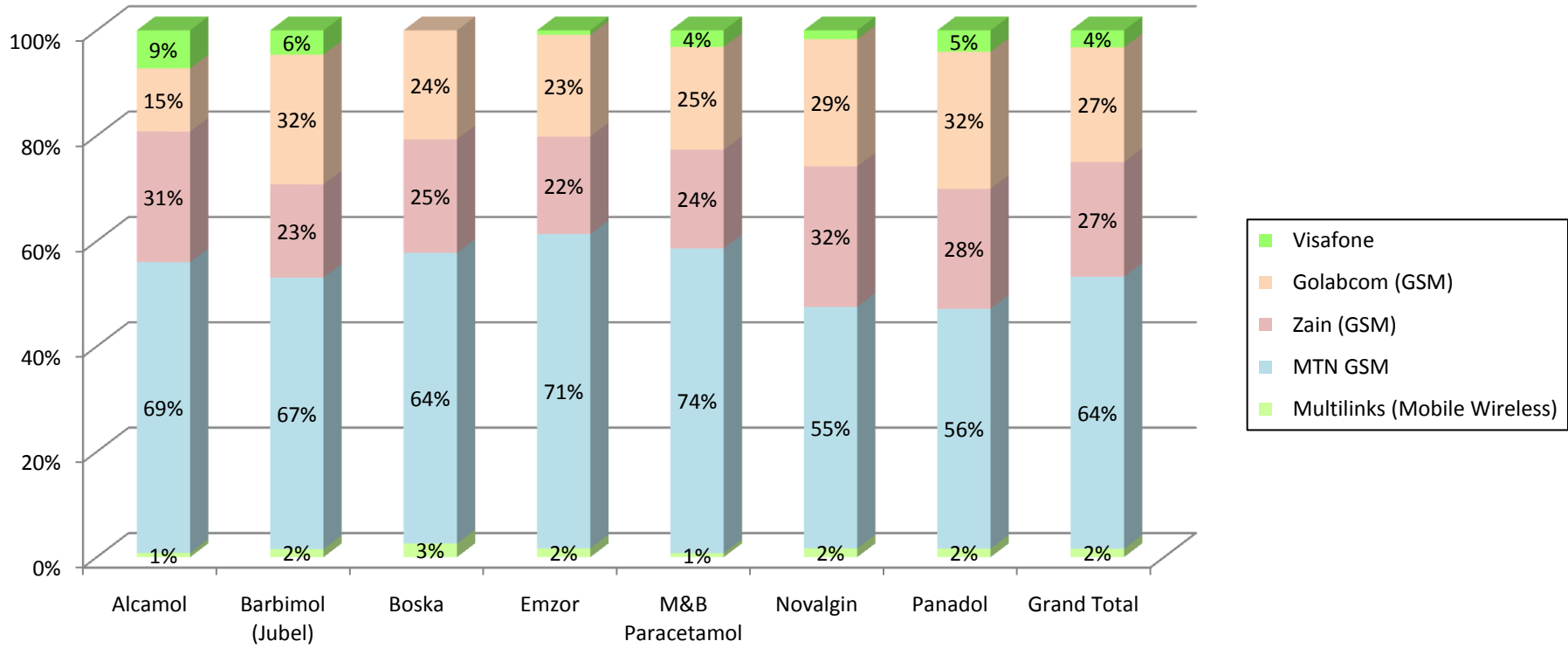
Source: Media Planning Services AMPS 2009;
 Sample Size: 14 438 (Headache tablets consumed most often)
 Note: Data based on respondent observation numbers

SAMPLE FROM REPORT

CELLULAR NETWORK PROVIDER



Cellular network provider by headache tablet brand (2009)



- Across all brands of headache tablets, MTN provided the highest percentage of users with cellular coverage.
- Among Novalgin users, 32% had cell phone coverage by Zain (GSM) compared to 23% of Barbimol users.

Source: Media Planning Services AMPS 2009;
 Sample Size: 14 438 (Headache tablets consumed most often)
 Note: Data based on respondent observation numbers

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- 1.2. **Gender: Nigeria Population:** Male; Female (2007-2009; 2010 est.)
- 1.3. **Age:** 16-19; 20-24, 25-29; 30-34, 35-39, 40-44, 45-49, 50-54, 55-64, 65+ (2007-2009)
- 1.4. **Age and Gender:** Pyramids (2003;2005;2010)

2. Historical Sales and Forecasts

- 2.1. **OTC Medicine Sales:** OTC Medicine sales in Nigeria (US\$m); OTC Medicine sales as percentage of total sales
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ANALYTIX HEALTHCARE EXPERTISE

- Our market research team is headed by a medical practitioner to ensure in-depth understanding and relevant insights are delivered
- We provide innovative market research solutions based on consumer-centric healthcare information and knowledge
- We have partnered with other healthcare service providers e.g. MEDpages to provide accurate and up-to-date industry information
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