

# Adcock Ingram Ltd in Consumer Health (South Africa)

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## Abstracts

Adcock Ingram announced a new strategic direction in late-2015, following two years of restructuring, with this set to continue into the forecast period. The company will continue to focus on catering to changing consumer needs via innovation and acquisition, with strong research and development investment set to continue. The company also plans to focus on enhancing the efficacy of its products and on strong customer relationships, with ongoing heavy investment in marketing for its consumer hea...

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