

Angelini Farmacêutica Lda in Consumer Health (Portugal)

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Abstracts

To compensate for the lasting effects of the deep economic recession that affected Portugal, Angelini Farmacêutica's strategy is to differentiate itself in order to offset the decline in profitability in prescription medicines. To do so, the company has tried to reinforce its market position within non-reimbursed medicines such as OTC products, personal care products and dietary supplements, which have lower margins but are more stable. For instance, in 2014 the company is preparing to launch a...

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