

ApiVita SA in Consumer Health (Greece)

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Abstracts

The previous strong growth momentum in herbal/traditional products in Greece slowed down towards the end of the review period due to the deep economic recession which now persists in Greece. In response, ApiVita continues to focus on the relaunch of its product lines and the launch of new offerings with competitive pricing in a bid to build and maintain its value share in herbal/traditional products in Greece. The company aims to strengthen brand loyalty by revitalising its environmentally...

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