

# Apotek 1 Norge AS in Consumer Health (Norway)

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## Abstracts

Apotek 1 Norge AS is expected to expand its coverage of a large pharmacy concept in key areas, with more space for the promotion of other products than just OTC medicine. As a part of a new government reform, Helsehus (health houses) will be built across Norway. Due to the synergy effect of such houses, Apotek 1 will place more effort into being part of such houses. Apotek 1 is also expected to seek out other brands it can sell exclusively within the pharmacy channel.

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