

# Arab Pharmaceutical Manufacturing Co in Consumer Health (United Arab Emirates)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A184787A114EN

## Abstracts

Arab Pharmaceutical Manufacturing is expected to continue to focus mainly on offering Rx medicines in the United Arab Emirates during the forecast period. The company's only significant OTC product at the end of the review period was Neo-Healar in haemorrhoid treatments and this niche product has so far recorded only sluggish growth. The company is thus likely to focus instead on higher-margin Rx medicines with stronger sales, with innovation likely to focus on responding to issues which...

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(UNITED ARAB EMIRATES)

Euromonitor International

June 2013

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