

Aversi-Rational Ltd in Consumer Health (Georgia)

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Abstracts

Aversi-Rational faces stronger competition in consumer health in the forecast period, due to imports becoming more affordable and a widening range of brands becoming available. In order to retain its share the company is expected to focus on expanding its range within both Rx and OTC medicines, offering affordable products. The company will also seek to promote its brands via its Aversi chemists/pharmacies. The company is expected to benefit from further expanding its outlet network in...

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