

Axellus AB in Consumer Health (Sweden)

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Abstracts

Axellus AB will continue to operate after its vision “Healthy living made easier” with the aim of maintaining a prominent position in the Swedish market. The company has a broad product portfolio consisting of strong brands in a wide set of categories. The key strategy is to keep innovating through smaller modifications and completely new products that appeal to consumer needs. One example is the success with the product Litomove, the formula of which was slightly modified to better suit...

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