

Bayer Austria GmbH in Consumer Health (Austria)

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Abstracts

Developing and introducing high-quality products under its famous brands is expected to remain the key focus of Bayer Austria during the forecast period. The company is thus anticipated to continue implementing its strategy of focusing on new technologies and innovations. As the leader across consumer health, Bayer Austria will keep looking for further expansion in the future while at the same time strongly emphasizing its well-known slogan “Science for a Better Life”.

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