

Bayer (Brasil) SA in Consumer Health (Brazil)

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Abstracts

Bayer's extensive activities in Brazil have made the country the fourth most important market for the company in the world. Over the forecast period, Bayer is set to continue focusing on the expansion of its operations in the country through new acquisitions. However, this is set to be achieved mainly through its agricultural division Bayer CropScience, which has registered the strongest performance of any Bayer division in the country in recent years. With regard to consumer health, the company...

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