

Bayer Centroamérica y El Caribe in Consumer Health (Costa Rica)

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Abstracts

The German multinational manufacturer is expected to remain ahead in consumer health in Costa Rica over the forecast period. The company will leverage its top-of-mind brands, which are set to remain major references in OTC categories, especially in analgesics, dermatologicals and digestive remedies. Manufacturing scales and highly developed distribution networks should provide the main recipe to target a broad number of consumers (and retailers) from all socioeconomic groups, leveraging on regio...

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