

Bayer Corp in Consumer Health (USA)

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Abstracts

Bayer Corp assumed the leading position in consumer health in the US in 2014 following its global acquisition of Merck & Co's consumer healthcare division, retaining this position in 2015 and 2016. While previously focused on analgesics, the acquisition significantly expanded the company's portfolio in the most profitable OTC categories, including cough, cold and allergy (hay fever) remedies, digestive remedies and dermatologicals. Bayer is seeking to further extend its narrow lead, especially i...

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