

Bayer de México SA de CV in Consumer Health (Mexico)

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Abstracts

After the global acquisition of Merck & Co's OTC product portfolio in 2014, over the forecast period Bayer de México is expected to strengthen its positioning in consumer care with new product launches leveraging product innovation. The company plans to further support some of its leading brands such as Aspirina, Flanax, Redoxon and Cevalin.

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