

# Bayer Healthcare Maroc in Consumer Health (Morocco)

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## Abstracts

Bayer Healthcare Maroc will seek to expand its product offer by tapping into other consumer health categories in which it is not present, such as cough, cold and allergy remedies or categories in which it has small value share, such as analgesics and digestive remedies. Moreover, given the high prices of its products, the company might even tap into the generics category due to rising interest in cheaper products.

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