

Bayer Inc in Consumer Health (Canada)

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Abstracts

Bayer has become one of the largest producers of consumer health products in Canada through the company's global acquisition of Merck & Co's consumer healthcare division. Whilst it was previously focused on analgesics, the acquisition significantly expanded its portfolio in the most lucrative OTC categories, including cough, cold and allergy remedies, digestive remedies and dermatologicals. Bayer is focused on development through organic growth, including new product developments, entering new c...

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