

# Berko Ilac ve Kimya Sanayi AS in Consumer Health (Turkey)

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## Abstracts

The company aims to increase its share in the market through innovative and high quality new product launches. Within OTC and vitamins and dietary supplements, the company is expected to diversify its product portfolio and differ itself from its competitors through innovative packaging and delivery formats.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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