

Bios Line SpA in Consumer Health (Italy)

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Abstracts

Bios Line's core brand is Omega 3-6, and thanks to the outstanding performance of this and other lines, 2011 closed with stunning 16% growth, whilst 2012 saw 8% growth, in light of the economic downturn in Italy. Herbalist stores classified under other healthcare specialist retailers is the key retail channel for this company, as it has tried to enter the chemists/pharmacies and parapharmacies/drugstores markets; however, the sales results are still at the early stages.

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