

Brasil Pharma SA in Tissue and Hygiene (Brazil)

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Abstracts

Brasil Pharma is expected to take advantage of macro trends, including income growth and an ageing population to increase its sales in Brazil. With a range of recent acquisitions, the company is expected to continue investing in purchasing smaller parapharmacy/drugstore chains as well as pursuing organic growth by opening new outlets throughout the country. By having more-aggressive pricing and targeting primarily middle-class Brazilians, the company is expected to continue increasing sales...

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