

CVS Caremark Corp in Consumer Health (USA)

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Abstracts

As the nation's second largest parapharmacies/drugstores chain, CVS Caremark Corp is a leading retailer in the consumer health arena. As generic entrants continue to erode prescription drug sales, the company is increasing its focus on front-of-store products to drive revenue growth. In addition to packaged food, home care, and beauty and personal care, consumer health will be increasingly important to CVS's bottom line moving forward. While CVS maintains solid relationships with all the...

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