

# Distrifa- Soluções de Saude Lda in Consumer Health (Portugal)

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## Abstracts

Distrifa - Solucoes de Saude is expected to maintain its current marketing strategy, investing mainly in its Arkocapsulas brand, using product innovation and advertising to boost its sales. Over the forecast period the company is expected to continue to launch calming and sleeping products and dietary supplements, as it already has a large range of products available in major grocery retailers and parapharmacies.

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

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## Contents

DISTRIFA- SOLUCOES DE SAUDE LDA IN CONSUMER HEALTH (PORTUGAL)

Euromonitor International

August 2013

Strategic Direction

Key Facts

Summary 1 Distrifa- Solucoes de Saude Lda: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Distrifa- Solucoes de Saude Lda: Competitive Position 2012

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