

Drogasil SA in Consumer Health (Brazil)

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Abstracts

Drogasil SA will continue to try to overcome tough competition and maintain its leading position in parapharmacies/drugstores through a strategy of expansion in terms of outlets. Drogasil merged with Raia & Cia in August 2011, creating the Raia Drogasil Group. Both companies continue to operate separately, aiming to expand the number of stores and become the leading player in parapharmacies/drugstores.

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