

# Ecuafarmacias & Asociados SA in Retailing (Ecuador)

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## Abstracts

Ecuafarmacias & Asociados' parent owner Grupo Difare has several companies which vertically integrate the whole of consumer health, from producers to retailers.

Ecuafarmacias & Asociados is the retail arm that aims to continue increasing its franchises of Cruz Azul, Farmacias Comunitarias and Pharmacy's in order to reach more consumers beyond the saturated urban centres.

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