

# Emzor Pharmaceutical Industries Ltd in Consumer Health (Nigeria)

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## Abstracts

Emzor Pharmaceutical Industries aims to maintain its leadership of OTC sales in Nigeria by ensuring the freshness of key brands in leading categories, particularly analgesics, vitamins and dietary supplements, and cough, cold, and allergy remedies, as well as by expanding into fast growth areas. The company will look to maintain its provision of affordable products by building on scale.

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

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