

Esteve SA in Consumer Health (Spain)

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Abstracts

Esteve is immersed in its internationalisation plan, with the goal of achieving 60% of its total sales from subsidiaries abroad. However, the company is combining this internationalisation with higher investment in research and development, both for OTC and prescription products. In 2016 its laxatives brand Laxadina was voted “Best product in 2016” by Premios Innovación.

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