

# Ferrosan A/S in Consumer Health (Denmark)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F435B7F5941EN

## Abstracts

Ferrosan produces and markets a number of brands within multivitamins and minerals, probiotics, fish oils and more. Growth through constant geographic expansion and concentration on core values and competencies are the cornerstones in Ferrosan's strategic direction. In Denmark, the company is expected to concentrate on the development of its most renowned brands, such as Multi-Tabs. Furthermore, widening the distribution of these strong brands through additional channels, such as grocery...

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