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Galenica Laboratoires SA in Consumer Health (Morocco)

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Abstracts

Galenica Laboratoires was created in 1978. The company is specialised mainly in the production of generics in the Moroccan market. It plans to expand its product offer, as its range remains limited to only a few consumer health categories. It will therefore seek to tap into other fast-growing categories, such as vitamins and dietary supplements, in order to expand its share in the Moroccan consumer health market, alongside expanding its presence in sub-Saharan African and Arab countries.

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