

# General Nutrition Centers Inc in Consumer Health (Saudi Arabia)

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Date: December 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: GA16FABE679EN

### **Abstracts**

General Nutrition Centers (GNC) is expected to remain a fierce competitor in vitamins and dietary supplements in Saudi Arabia. Rising health-consciousness among the Saudi population and stronger consumer awareness of the importance of taking vitamins and dietary supplements are expected to continue boosting sales of the leading global brands in the category. This is set to see the company moving towards higher value products due to its ability to introduce new products under its GNC brand....

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