

Genomma Lab Internacional SAB de CV in Consumer Health (Mexico)

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Date: September 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G22500CE5F1EN

Abstracts

Genomma Lab Internacional's strategy on the Mexican market is to continue strengthening its position by focusing on core brands (as of March 2016 the company had a total of 95 brands), leveraging aggressive TV advertising campaigns and maintaining competitive price positioning within all consumer health categories where it competes. Additionally, the company is interested in widening its presence in grocery retailers, such as supermarkets and hypermarkets, as well as in convenience stores and in...

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