

Giphar, Groupement in Retailing (France)

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Abstracts

Giphar Groupement is going to increase its number of pharmacies to benefit from scale and offer consumers private label products. This strategy should enjoy success in the mid-term as consumers are looking for value products in this rather expensive channel. At the same time, the regrouping of the efforts should help the group to build a strong image in this non-concentrated market.

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