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GlaxoSmithKline México SA de CV in Consumer Health (Mexico)

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Abstracts

GlaxoSmithKline México is one of the leading international pharmaceutical companies operating in the country, with a strategy of selling strong brands mostly to middle- and high-income consumers. As most international companies, GlaxoSmithKline has been operating in Mexico for decades, and manages very recognisable brands such as Contac, Mejoral, Eye Mo and Emulsión de Scott. In addition, as with most international players, the company makes huge investment in innovation.

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