

GlaxoSmithKline Plc in Consumer Health (United Kingdom)

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Date: November 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G54F341268CEN

Abstracts

Within consumer health GlaxoSmithKline is expected to benefit from creating GSK Consumer Healthcare in 2015, with this bringing together Novartis and GlaxoSmithKline's brands. This new company is expected to focus on four key areas: Wellness, Oral Health, Nutrition and Skin Health. The company has identified seven power brands for strong development, including Otrivine, Panadol and Voltarol within UK consumer health. In the forecast period, the company will also focus on simplifying its...

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