

# GNC Costa Rica SA in Consumer Health (Costa Rica)

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## Abstracts

GNC Costa Rica is expected to remain a pacesetter in terms of innovation and natural dietary trends (via supplements) in Costa Rica over the forecast period. The company aims to capitalise on the top-of-mind reference it has developed among a significant base of middle- and high-income consumers. It also intends to take advantage of the vast reach of its nationwide retail network. Besides its own retail business, the international player is likely to expand its presence in key grocery retailer c...

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## Contents

Strategic Direction

Key Facts

Summary 1 GNC Costa Rica SA: Key Facts

Competitive Positioning

Summary 2 GNC Costa Rica SA: Competitive Position 2016

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