

# GPC Prestige LLC in Consumer Health (Georgia)

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## Abstracts

GPC is expected to benefit from its rapid outlet volume expansion at the end of the review period, with further expansion in its network being likely in the forecast period. The company is also expected to benefit from the introduction of its own affordable generics towards the end of the review period. The company is also expected to continue to benefit from strong marketing, particularly via social media sites. The company's prize draws are likely to prove particularly effective in attracting...

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