

Grupo Farma del Ecuador SA in Consumer Health (Ecuador)

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Abstracts

The firm expects to gain a larger share within vitamins and dietary supplements through engaging in mass advertising campaigns through a variety of media channels and across the country, including in lower-information areas through point-of-sale advertising.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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