

Hexal AG in Consumer Health (Germany)

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Abstracts

Hexal AG as one of the largest manufacturers of generics in Germany will continue to focus on these products, and especially communicate the good value for money of its products to its target consumer group. Apart from that, Hexal AG continues to also focus on its leading role in the so-called biosimilars (officially approved subsequent versions of innovator biopharmaceutical products made by a different sponsor following patent and exclusivity expiry on the innovator product).

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