

Jamjoom Pharma in Consumer Health (Saudi Arabia)

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Abstracts

Jamjoom Pharma is expected to continue working towards the goal of increasing its presence within OTC products in Saudi Arabia. New government regulations concerning medicines and increasing health-consciousness can be expected to encourage consumers towards self-medication. This is likely to represent an opportunity for Jamjoom Pharma to continue improving its brand awareness due to its licensing agreements with key international players. Licensing agreements are expected to enable the company...

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