

Janssen-Cilag NV in Consumer Health (Belgium)

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Abstracts

Janssen-Cilag could adopt a more selective approach to the local market in the short term. This can be deduced from the recent development of the local subsidiary of the leading GBO in consumer health in Belgium. The company did not hide its doubts about certain categories in consumer health, and often prioritised Rx medicines in Belgium over the review period. However, whilst marketers had doubts about the will and ability of Janssen-Cilag to remain a leading player in consumer health in Belgiu...

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