

# Johnson & Johnson SpA in Consumer Health (Italy)

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## Abstracts

Johnson & Johnson holds a strong position in Italy, and is considered one of the best-known companies in consumer products. With a wide range of products in its portfolio, it is one of the few companies which actively works with all retail channels, from chemists/pharmacies to large retailers. This is the result of the long-lasting relationship of this company with the largest worldwide retailers in various product categories, which was immediately translated into OTC products when they were...

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