

Kwizda Pharma GmbH in Consumer Health (Austria)

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Abstracts

In order to fully exploit its Austrian roots, Kwizda Pharma is anticipated to place a greater focus on advertising its brands as domestic quality products over the forecast period. Consequently, the company is expected to attract traditional consumers who opt for domestic brands in consumer health. Moreover, Kwizda Pharma is expected to keep investing in pharmaceutical research in the future, striving to develop innovative OTC and Rx products in order to achieve a greater competitive advantage o...

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Contents

Strategic Direction

Key Facts

Summary 1 Kwizda Pharma GmbH: Key Facts

Summary 2 Kwizda Pharma GmbH: Operational Indicators

Competitive Positioning

Summary 3 Kwizda Pharma GmbH: Competitive Position 2016

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