

Laboratoires Pharma 5 in Consumer Health (Morocco)

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Abstracts

Laboratoires Pharma 5 is expected to focus on the low end consumers by expanding its range of generics products, due to the growing importance of such products in Morocco. The company will benefit from the promotion of generics by the Ministry of Health. Following the success of its Pharma Shop drugstores, specialised in vitamins and dietary supplements, as well as cosmetics and toiletries, the company will also seek to invest more in opening more outlets across the country.

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