

Laboratorios Elmor SA in Consumer Health (Venezuela)

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Abstracts

Laboratorios Elmor looks to gain share in Venezuelan consumer health through a broad portfolio of both over-the-counter and prescription products and well-recognised brands. Laboratorios Elmor plans to continue investing in production facilities and advertising campaigns as a strategy to maintain a relevant position in over-the-counter. In order to take advantage of consumer interest in herbal dietary supplements over the forecast period, the company aims to launch new nutritionals based on...

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