

# Laboratorios Stein in Consumer Health (Costa Rica)

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## Abstracts

In the forecast period, Laboratorios Stein is expected to leverage on manufacturing and marketing skills to adopt a mixed strategy focused on generics (targeted at both the retail channel and public healthcare), and the development of branded products in key OTC categories like analgesics and digestive remedies. The company is also set to improve its offer within vitamins and dietary supplements. Additional investment in its manufacturing capacity will allow this local player to grow economies o...

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## Contents

Strategic Direction

Key Facts

Summary 1 Laboratorios Stein: Key Facts

Competitive Positioning

Summary 2 Laboratorios Stein: Competitive Position 2016

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