

Lederle/Whitehall Laboratories in Consumer Health (Saudi Arabia)

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Abstracts

Lederle/Whitehall Laboratories is expected to maintain its fifth ranking position in consumer health and its leading positions in vitamins and dietary supplements, vitamins and multivitamins in Saudi Arabia thanks to the company's popular global brands Centrum and Stresstabs. In addition, the company has heavily invested in advertising campaigns, primarily posters in doctors' surgeries and chemists/pharmacies. Strong consumer loyalty to its brands has also assisted the company in its attempts to...

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