

Leiras Finland Oy Ab in Consumer Health (Finland)

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Abstracts

Leiras Finland's strategy is to invest in and nurture domestic demand for strong and classic brands, particularly in cough remedies and digestive remedies. Leiras Finland's parent company, Takeda Pharmaceutical identifies potential top products in biotechnology and pharmaceuticals throughout the world, investing in research and development for these products. Amongst the findings of Nycomed's research units, Leiras selects those products which are best suited for Finnish consumers by using its...

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Contents

Strategic Direction

Key Facts

Summary 1 Leiras Finland Oy Ab: Key Facts

Summary 2 Leiras Finland Oy Ab: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Leiras Finland Oy Ab: Competitive Position 2012

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