

# Maxinutrition Ltd in Consumer Health (United Kingdom)

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## Abstracts

Maxinutrition is the leading sports nutrition company in the UK, and aims to maintain its competitive positioning in the market by expanding its retail distribution and by increasing the awareness of sports nutrition products amongst the wider public in order to expand its clientele amongst occasional sports-goers and gym-goers, as well as maintaining its image as a supplier of quality sports nutrition products to professional sports teams and athletes.

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