

McNeil Consumer Healthcare in Consumer Health (Canada)

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Abstracts

McNeil is the largest producer of OTC drugs in Canada, thanks to offering Johnson & Johnson's Tylenol, Benadryl, Reactine and Nicorette brands in the country, which are amongst the leaders on the market. In 2016 the company's central goal remained to establish consumer trust in the quality and safety of its brands – Tylenol in particular – with aggressive marketing, couponing, discounting and innovation all cited as methods of achieving this.

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