

McNeil Denmark ApS in Consumer Health (Denmark)

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Abstracts

In order to further consolidate its position in OTC, McNeil Denmark is expected to continue to focus on its strong brands, such as Nicorette, while also looking to strengthen the marketing and distribution of its products. Strategic research and development will also continue to play an important role in maintaining a competitive advantage. McNeil combines its research efforts across four Scandinavian countries through the Johnson & Johnson Consumer Nordic group.

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