

McNeil Sweden AB in Consumer Health (Sweden)

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Abstracts

McNeil Sweden AB is expected to continue emphasising its strong brands by focusing on marketing and developing solid distribution and innovative products. One of its strongest brands, Nicorette, will continue to enable it to have a competitive advantage, especially outside the pharmacy channel. The brand is leveraged through a wide product portfolio stretching across gum, lozenges, inhalators, patches and other NRT. McNeil will also continue to manufacture brands, such as Treo and Magneeryl, for...

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