

Merck-México SA in Consumer Health (Mexico)

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Abstracts

Merck-México follows a strategy based on a small portfolio of OTC brands, as most of the company's products are Rx medications. However, its short list of OTC products has strong recognition amongst consumers, given its longstanding presence in Mexican consumer health. It offers important innovative breakthroughs, such as the first multivitamin for consumers suffering from diabetes, and the first multivitamin with probiotics. Over the forecast period the company plans to engage in more active...

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