

Merck SA de CV in Consumer Health (Mexico)

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Abstracts

Merck follows a strategy based on a small portfolio of OTC brands, as most of the company's products are Rx medications. However, its OTC products have strong recognition amongst consumers, given its long-standing presence in consumer health in Mexico. 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 communication...

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