

# Merck SA in Consumer Health (Venezuela)

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## **Abstracts**

Merck SA aims to gain a stronger position in the Venezuelan consumer health industry through frequent innovation, with the company relying on the research and development capabilities of its parent company, Merck KGaA. The player is therefore set to strengthen its product portfolio and invest in the most promising consumer health categories.

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### Contents

Strategic Direction Key Facts Summary 1 Merck SA: Key Facts Summary 2 Merck SA: Operational Indicators Competitive Positioning Summary 3 Merck SA: Competitive Position 2016



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