

Mercury Drug Corp in Home Care (Philippines)

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Abstracts

Mercury Drug Corp is expected to focus on innovating the format of its stores to offer greater convenience to consumers over the forecast period. At the same time, the player will seek to continually enlarging its brand and product range so that it can fulfil the varying needs of consumers. Expansion into second-tier cities and towns is also likely to be a key move for Mercury Drug Corp in order to consolidate its leadership within parapharmacies/drugstores.

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