

Novartis Sverige AB in Consumer Health (Sweden)

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Abstracts

Novartis Sverige seeks to generate growth in all areas of its business. With this in mind, the company is set to focus primarily on the marketing of the Novartis product portfolio in Sweden. In terms of OTC, the company is expected to continue focusing on innovation in pharmaceuticals as well as in generics. As such, the company focuses on implementing pharmaceutical products that are congruent with the demographic profile of the Swedish population.

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