

Omega Pharma NV in Consumer Health (Belgium)

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Abstracts

In addition to its international expansion, Omega Pharma should continue to develop a product strategy of focusing its resources on dermatological, respiratory and antiparasitic products, as well as pregnancy tests and dietary supplements. The company is expected to also focus on its 20 local brands, selected on the basis of potential market growth and strategic opportunities. Of these 20 brands, some are more particularly known in Belgium, such as Bodysol/Galenco, Davitamon, Predictor,...

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