

## Optimax BV in Consumer Health (Netherlands)

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### Abstracts

Optimax is committed to expanding its presence in vitamins and dietary supplements in the coming years. Most new product development and extensions will be focused on brand Optimax, including the release of symptom-specific formulas targeted at the ageing Dutch population, as well as children.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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