

Polski Lek SA in Consumer Health (Poland)

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Abstracts

Polski Lek SA was founded in Poland in 2000. In 2003, the company became part of Grupa Maspex Wadowice, which is a key player in food and drink in Poland. Hence, the strategy of Polski Lek is heavily linked to the wider strategy of Grupa Maspex Wadowice. In particular, the company focuses on the distribution of well-known brands in Poland and Central and Eastern Europe.

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