

Reckitt Benckiser Plc in Consumer Health (United Kingdom)

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Abstracts

Reckitt Benckiser has a new strategic direction called “better business”, whereby it plans to refocus on strength areas of health, hygiene and home, and on its power brands, which include Nurofen, Strepsils, Gaviscon, Mucinex, Durex and Scholl. The company plans to increase sales of these brands to account for 72% of its revenues by 2016, up from 67% in 2012.

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