

Reckitt Benckiser Plc (RB) in Consumer Health (United Kingdom)

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Abstracts

Reckitt Benckiser (RB) will place consumer health at the core of its strategy in the forecast period, while aiming to differentiate itself from traditional pharmaceutical companies via a consumer-focused approach. The company will thus tailor new product development and marketing to meet changing consumer demands, while continuing to focus on its core 'powerbrands.' There is meanwhile speculation that the company may expand into allergy care and vitamins and dietary supplements, whether via...

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