

Recordati Industria Chimica e Farmaceutica SpA in Consumer Health (Italy)

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Abstracts

In the Italian market, Recordati keeps focusing its attention on chemists/pharmacies, which represents more than 90% of its total business. Parapharmacies/drugstores accounts for only a 3% share of total sales, and this is a channel that the company is not pushing at the moment. Likewise, it does not see large retailers increasing to more than the current 5% share of its total sales.

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