

# Richard Bittner AG in Consumer Health (Austria)

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## Abstracts

Due to the high levels of fragmentation in consumer health and in vitamins and dietary supplements, Richard Bittner is expected to continue to focus on innovation and new product developments in order to maintain its loyal consumer base and to ensure the highest level of customer satisfaction. Its main focuses during the forecast period are set to include maintaining the leading position in dietary supplements as well as focusing more strongly on herbal/traditional brands in order to attract the...

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