

Riyadh Pharma Medical & Cosmetic Products Co Ltd in Consumer Health (United Arab Emirates)

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Abstracts

Riyadh Pharma is expected to continue to focus its attention and investment on its Rx drugs rather than on OTC, a category in which the company has a stronger presence in the Kingdom of Saudi Arabia, but holds a very small presence outside the country's borders. It is likely that the company will invest more in its core Rx business rather than in OTC products, in which it offers only two brands in the United Arab Emirates.

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