

Sanofi-Aventis Farmacêutica Ltda in Consumer Health (Brazil)

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Abstracts

With the aim of returning to its leading position in consumer health in Brazil, Sanofi-Aventis Farmacêutica is set to continue investing in OTC products. This is set to be achieved mainly through the launch of new products and new packaging formats and by increasing its investment in its logistics and supply chain. In addition, the company is also expected to continue investing in dietary supplements over the forecast period.

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