

Sanofi in Consumer Health (France)

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Date: September 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S3DEB3B0B62EN

Abstracts

Sanofi expects to maintain its leading position in consumer health. To achieve this goal, it is likely to further develop its relationship with chemists/pharmacies, which are the main distributors of OTC medicines in France. It is also forecast to maintain a high level of product innovation and other marketing initiatives in its most important categories, notably acetaminophen, which was led by its Doliprane brand in 2016.

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