

Saudi Pharmaceutical Industries & Medical Appliances Corp in Consumer Health (Saudi Arabia)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

SPIMACO is expected to remain a fierce competitor within consumer health in Saudi Arabia. This is despite the decreases seen in disposable incomes in the country in recent years due to the economic slowdown would negatively affected by most consumers towards the end of the review period. Also, as the SFDA continues to regulate prices of both domestic and international brands, a proportion of consumers are expected to switch to the leading global brands due to their perceived higher quality and g...

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