

# Soho Industri Pharmasi PT in Consumer Health (Indonesia)

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## Abstracts

In consumer health, Soho Industri Pharmasi has the potential to continue enjoying increasing value share over the forecast period. It is likely to continue increasing its presence especially in digestive remedies and vitamins and dietary supplements through heavy investments in promotional activities and new product launches. Besides focusing on domestic demand, Soho Industri Pharmasi will also give more attention to its export sales, following its entry into consumer health in Lebanon,...

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