

Swisse Wellness Pty Ltd in Consumer Health (Australia)

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Abstracts

The aim of Swisse Wellness is to grow its share in both Australia and overseas through the launch of on-trend and innovative products. The company plans to invest in science and research to support trust in its products. Swisse is expected to ramp up its strategy in China over the forecast period, having opened its own store on Chinese e-commerce site Tmall in 2016 to offer consumers in the country direct access to its brand.

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