

Teva Pharmaceutical Industries Ltd in Consumer Health (Israel)

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Abstracts

Teva is focused on expanding its global reach, through acquisitions and new co-operations. Within the local market, Teva is the largest company in both Rx and OTC healthcare. Its strategy is to expand to categories, such as vitamins and dietary supplements. Teva continues to be an innovative force, developing new products and whole new categories in the Israeli market, such as medical food, in which it is considered a pioneer.

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