

# Thai Pharmed 1942 Co Ltd in Consumer Health (Thailand)

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## Abstracts

Thai Pharmed 1942 Co Ltd will strive in its efforts to strengthen its strong-performing brands, namely Flying Rabbit, Haemo-vit and Bemed in digestive remedies, generic drugs and vitamins and dietary supplements. Its Flying Rabbit brand tended to gain from severe floods in 2011 since more consumers were likely to have a trial of the brand and perceive the efficacy of the product, in parallel with greater recognition of the brand emphasised by media ads as well as other marketing campaigns. To...

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