

Unipharm Inc in Consumer Health (Uzbekistan)

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Abstracts

Unipharm is expected to benefit from growing interest in preventative healthcare in the forecast period. The company's Vitrum multivitamins are likely to benefit from being positioned as offering a carefully-tailored and high quality blend of nutrients, thus appealing to consumers who lack confidence in selecting their own blend of vitamins and dietary supplements. The company may opt to enter chemists/pharmacies in the forecast period, following on from its launch of Vitrum branded...

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