

Universal Robina Corp in Consumer Health (Philippines)

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Abstracts

Through its locally well-known brand Maxx Menthol Candy brand, the company is expected to maintain its position as the biggest player in medicated confectionery. Not only is it one of the most widely available brands, from the smallest distribution channels such as street stalls or street vendors to large channels such as hypermarkets, but the company also continues to invest in colourful and appealing promotional activities. To further excite consumers, the company is expected to launch a few m...

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