

UPSA, Laboratoires in Consumer Health (France)

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Abstracts

Laboratoires UPSA will continue to focus on those consumer health categories in which it has a strong position. As a key part of its strategy, advertising and communication will continue to remain strong tools for promoting and reinforcing the historical reputation of the UPSA name. In an attempt to capture additional value, the company may attempt to relaunch the Multivitamins UPSA range over the forecast period.

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