

# Vian SA in Consumer Health (Greece)

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## Abstracts

Vian is preparing to enter its products into the grocery channel, following the announcement of basic OTC products being included in the list of products able to be sold via this channel. With Vian marketing the top ranking brand in value terms in Greece (Depon, analgesics), it is planning to develop a whole new strategy to cover this new distribution network, and will back it up with promotions and advertising.

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