

Vitabiotics Ltd in Consumer Health (United Kingdom)

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Abstracts

Vitabiotics will continue to invest heavily in marketing and new product development in the forecast period. The company has identified its key focus areas for development within vitamins and dietary supplements, and is expected to continue to develop gender- and age-specific products. The company will also strive to develop products with a focus on beauty, pregnancy, menopause, bones and cartilage, heart, vision, brain and cognitive function, tiredness and fatigue, sports and fitness and diet a...

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