

## Merck plans strategy for consumer health biz

06 September 2017 | News

**The business focuses on consumer-centric solutions driven by global megatrends and achieved net sales of €860 million in 2016.**



Merck is preparing strategic options for its consumer health business, including a potential full or partial sale of the business as well as strategic partnerships.

Consumer health is running a strong international business with a number of leading products in attractive Over-the-Counter (OTC) categories. The business focuses on consumer-centric solutions driven by global megatrends and achieved net sales of €860 million in 2016.

With well-recognized and highly respected brands and products such as Bion, Femibion, Nasivin, Neurobion, and Seven Seas, Consumer Health has a diversified product portfolio and strong market positions both in developed and emerging markets.

Merck has consistently shifted towards becoming a leading science and technology company. Key milestones such as the acquisitions of Sigma-Aldrich, AZ Electronic Materials and Millipore, the divestment of its Biosimilars business as well as the ongoing strategic portfolio shift within the Healthcare business sector have supported this strategy.

Recent approvals of Bavencio (Avelumab) in the area of immuno-oncology and Mavenclad (Cladribine tablets) for the treatment of highly active relapsing multiple sclerosis (RMS) are examples of Merck's successful development of innovative medicines. The pipeline of other highly promising active ingredients in oncology, immuno-oncology and immunology remains very attractive.