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Podcast: How GSK's £1bn OTC Brand Sale Is Reshaping The Global Market

by [Tom Gallen](#)

As GSK continues to sell off OTC assets in the wake of its merger with Pfizer, HBW Insight Editors Tom Gallen and David Ridley discuss how this torrent of M&A activity is shaking up the global consumer healthcare market.

HBW Insight's David Ridley speaks to Europe Managing Editor Tom Gallen about the recent flurry of mergers and acquisitions activity in the global consumer healthcare market triggered by the creation of [GlaxoSmithKline PLC](#)'s joint venture with [Pfizer Inc.](#) The discussion explores how GSK is on a path to creating the world's largest standalone consumer healthcare company and examines the raft of deals it has struck as it looks to focus its enlarged portfolio. This podcast also looks at the beneficiaries of GSK's brand sell-off and how the market as a whole stands to profit.

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