

# ACO Hud AB in Beauty and Personal Care (Sweden)

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## Abstracts

ACO is one of the most popular brands in beauty and personal care in Sweden and widely sold via chemists/pharmacies. The deregulation of the state monopoly on the ownership and operation of chemists/pharmacies in Sweden in 2009 resulted in both challenges and opportunities for ACO Hud. Chemists/pharmacies are increasingly expanding sales across beauty and personal care. In addition, private label is becoming an increasingly common sight on the shelves of Swedish chemists/pharmacies. In order to...

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