

ApoPharm AB in Retailing (Sweden)

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Abstracts

After the deregulation of the Swedish pharmacy market, numerous chains entered the market, and the competition between them became harsh. The chain of ApoPharm, called Apotek Hjärtat, seeks growth through its product mix, private label development and opening hours. Apoteket Hjärtat launched sanitary protection and beauty and personal care private label products in 2010/ 2011.

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