

# Apoteket AB in Consumer Health (Sweden)

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## Abstracts

Rather than rapidly expanding its retail network with the opening of new outlets, chemists/pharmacies chain Apoteket AB is instead focusing on organic growth through its existing outlet network, for example by developing its Apoteket private label range and the Apofri brand, which it has developed in close cooperation with Apofri AB. Apoteket's ambition is to offer a growing and increasingly diverse portfolio of reliable products at prices that represent good value for money. The state-owned...

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