

Apoteket AB in Retailing (Sweden)

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Abstracts

Apoteket will continue to focus on increasing and developing its private label range Apoliva, which has grown rapidly in several segments. The company's private label range accounted for approximately one third of its growth in 2016, making further development essential. Further development of Apoteket's internet retailing and its service offering will also remain a focal point for the forecast period.

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