

# Arabian Oud Co in Retailing (Saudi Arabia)

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## Abstracts

Arabian Oud is expected to continue to invest in outlet volume expansion in Saudi Arabia during the forecast period, although the bulk of its expansion is expected to be international. Within Saudi Arabia, the company will continue to maintain consumer interest through high-profile and well-crafted new product development and is expected to continue to win numerous awards. The company is expected to benefit from strong growth in tourist numbers in Saudi Arabia during the forecast period, with...

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