

AS Watson Group in Beauty and Personal Care (Taiwan)

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Abstracts

AS Watson Group is expected to pursue a growth strategy that focuses on expansion in outlet numbers and an increased push to ramp up internet sales, in the short to medium term. The company's strong emphasis on private label products may see an effort to nurture its private label ranges to become more widely accepted by consumers so as to compete more strongly with mass market brands.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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