

AS Watson (Health & Beauty Benelux) in Beauty and Personal Care (Netherlands)

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Abstracts

AS Watson's strategy is to defend its leading position in health and beauty specialist retailers in the Netherlands by focusing on Kruidvat and ICI Paris XL, its two major retailing brands. The bulk of the company's efforts are set to remain focused on Kruidvat, with an emphasis on new store openings and aggressive pricing strategies in the mass segment, where the retail brand is most active. Meanwhile, ICI Paris XL's main emphasis is set to remain on maintaining a premium look and meeting the...

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