

# AS Watson Health & Beauty Europe BV in Home Care (Netherlands)

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## Abstracts

AS Watson Health & Beauty Europe BV owns multiple retailing brands in the Netherlands, among which are health and beauty specialist retailers Kruidvat and Trekpleister. It is expected that the sales of both Kruidvat and Trekpleister will increase over time. Indeed, Kruidvat is refurbishing many of its outlets and is opening a few new ones. In addition, Kruidvat is also opening outlets in France, which is likely to boost its brand popularity overall. In addition, drugstore chain Dirx was bought...

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## Contents

Strategic Direction

Key Facts

Summary 1 AS Watson Health and Beauty Europe BV: Key Facts

Summary 2 AS Watson Health and Beauty Europe BV: Operational Indicators

Internet Strategy

Summary 3 AS Watson Health and Beauty Europe BV: Share of Sales Generated by  
Internet Retailing

Company Background

Private Label

Summary 4 AS Watson Health & Beauty Europe BV: Private Label Portfolio

Competitive Positioning

Summary 5 AS Watson Health & Beauty Europe BV: Competitive Position 2015

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