

AS Watson (Health & Beauty Europe) in Beauty and Personal Care (Belgium)

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Abstracts

AS Watson (Health & Beauty Europe) is the retailing arm of Hutchison Whampoa in Belgium, a company which, in turn, belongs to the Hong Kong-based multinational conglomerate CK Hutchison Holdings. AS Watson (Health & Beauty Europe) operates in Belgium through its Kruidvat chain of drugstores and its ICI Paris XL chain of luxury perfumeries. Each of these retail chains offers well-known brands alongside its own range of products and they practice aggressive pricing policies as well as a high degree...

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