

AS Watson (Health & Beauty Europe) in Consumer Health (Belgium)

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Abstracts

AS Watson (Health & Beauty Europe), the retailing arm of Hutchison Whampoa in Belgium, will maintain its dual strategy of offering discounted non-OTC products via its Kruidvat chain, and luxury perfumes and cosmetics via ICI Paris. It is likely to continue to expand its presence in Belgium by opening more Kruidvat stores in the southern part of the country, where it has lower penetration. In terms of its ICI Paris stores, it will look to expand its internet sales further, and will continue to...

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