

## Bestseller A/S in Retailing (Denmark)

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### Abstracts

Bestseller will aim to further strengthen its positioning in the price-competitive channel of apparel and footwear specialist retailers through investments in logistics and cost-efficiency measures. The ability to deliver products faster to stores has been identified as a key area for improvement. Other than that, the company will continue to focus on its core business of design, product development and brand image in apparel and footwear.

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

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