

# Bonjour Holdings Ltd in Beauty and Personal Care (Hong Kong, China)

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## Abstracts

Over the forecast period, Bonjour Holdings Ltd is expected to be cautious in store expansion plans given the heightening rental costs in Hong Kong, China. The player is thus expected to focus on enlarging its product portfolio as well as including beauty services in its key stores so as to better target the increasingly image-conscious Hong Kong consumers. Realising the potential of e-commerce, the player is also likely to spend more efforts in improving its offerings on this platform.

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