

# Bonjour Holdings Ltd in Home Care (Hong Kong, China)

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## Abstracts

Over the forecast period, Bonjour Holdings is expected to focus expanding its outlets in China so as to better tap into the growing potential of Chinese consumers. On the other hand, strengthening its product portfolio will be its key strategy for Hong Kong so as to better answer consumer demands in view of the recovered economic conditions. Online shopping will also be a key focus for the player as it seeks to target the rising importance of this channel amongst consumers with its convenience.

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