

Boots Retail (Ireland) Ltd in Tissue and Hygiene (Ireland)

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Abstracts

Over the forecast period, Boots Retail (Ireland) Ltd will seek to capitalise on its strong brand image as a high street retailer into an advantageous position in internet retailing as it faces fierce competition from discounters across categories. Over the review period, Boots witnessed its value share of tissue and hygiene sustained only marginally as discounters continued to gain strength. As these players markedly increase the quality and consumer perception of their overall private label...

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