

# Boots UK Ltd in Beauty and Personal Care (United Kingdom)

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### **Abstracts**

Boots UK is expected to remain a solid competitor within beauty and personal care in the UK. The company continues to expand its online presence and offer an omnichannel retail experience, complemented by the in-store click-and-collect service. Boots will need to continue to carefully market and position its own lines and concentrate on key products to drive sales.

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