

Boots UK Ltd in Consumer Health (United Kingdom)

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Date: September 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: BDEB1586CA3EN

Abstracts

Boots UK will continue to focus on its ongoing transformation in the forecast period. The company is expected to invest heavily in consumer-focused research and development, seeking to update its product and service range in line with changing consumer demands. The company is expected to benefit from its Boots Innovation programme, which encourages entrepreneurs from around the world to submit ideas for innovative products. Online marketing is expected to become increasingly important to Boots i...

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