

# Boots UK Ltd in Retailing (United Kingdom)

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## Abstracts

Boots is expected to remain a solid competitor within health and beauty specialist retailers in the forecast period, while growing share in internet retailing. The company will continue to invest heavily in network capability, with this in turn enabling an innovative digital strategy and a growing focus on personalisation. 2016 notably saw the company trial a scheme enabling consumers to receive discounts on their five favourite brands. Private label is expected to remain a key component of the...

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