

CJ Olive Young Corp in Consumer Health (South Korea)

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Abstracts

CJ Olive Young, the largest drugstore in South Korea, is targeting female consumers under the age of 30. The company distributes more than 7,500 products in beauty care, health care, personal care, packaged food and personal goods. Beauty care products account for 50% of total sales in 2014, but the company plans to focus on packaged food and health care (vitamins/dietary supplements and weight management) to be a health and beauty specialist retailer in the forecast period. In addition, the...

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