

dm-Drogerie Markt doo in Beauty and Personal Care (Croatia)

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Date: April 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: D75F01092E8EN

Abstracts

Growing from sales of HRK4 million to HRK1,992 million in just 20 years, dm-Drogerie Markt is the leading health and beauty specialist retailer. In 2016, it recorded a small increase in its number of outlets – three new ones added to a total of 156. Still, the company continued to invest with over HRK50 million being spent on refitting existing outlets, and another HRK75 million planned to be spent in 2017. The player is open for further expansion in any Croatian city above 10,000 inhabitants, b...

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