

dm-Drogerie Markt doo in Retailing (Slovenia)

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Abstracts

dm-Drogerie Markt has been operating for 23 years on the Slovenian market and constantly expands its brand and private label portfolios within beauty and personal care, as well as home care, tissue and hygiene, packaged food and beverages and dietary supplements. Nonetheless, dm-Drogerie Markt's focus is beauty and personal care, where it is a leading player in terms of innovation and following major global trends. Following consumer research, the company introduced a significant number of new o...

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