

# dm-Drogerie Markt GmbH & Co KG in Home Care (Austria)

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## Abstracts

Over the forecast period, dm-Drogerie Markt is expected to continue to focus on increasing the sophistication of its private label offer. The aim is to offer improved quality products with more modern designs and more convenient packaging at lower prices. The company is set to invest in the further expansion of its product range and modern stores, and to further establish itself as one of the leading health and beauty specialist retailers in Austria. The retailer also plans to continue its focus...

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