

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

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Abstracts

dm-Drogerie Markt GmbH & Co KG is the leading chain of drugstores/parapharmacies in Germany, and benefits from a positive reputation amongst German consumers. It continues to engage with its consumers to increase brand loyalty by improving the services offered and the presentation of products in-store.

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