

dm-Drogerie Markt GmbH & Co KG in Retailing (Austria)

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Abstracts

dm Drogerie Markt is expected to benefit disproportionately well from the good forecast for drugstores/parapharmacies. Due to its innovative product range and modern stores, it has established itself as a popular retailer amongst all age groups in Austria. The company stands for a healthy lifestyle, and is therefore expected to profit from the continuing health and wellness trend in Austria.

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