

dm drogerie markt GmbH in Consumer Health (Austria)

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Abstracts

dm drogerie markt is predicted to continue focusing on providing high quality international vitamins and dietary supplements brands to its consumers at favourable prices, while also expanding its own private label range of vitamins and dietary supplements. In addition, the company is expected to focus on the further expansion of its outlets. It is expected to maintain its core philosophy of ensuring high consumer satisfaction, underpinned by its well-known slogan "Hier bin ich mensh, hier kaufe..."

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