

dm drogerie markt GmbH in Retailing (Austria)

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Abstracts

Dm-Drogeriemarkt GmbH is able to rely on its strong product range, which sits well with the current trends in retailing, as well as its reputation as a leading source of products for a healthy and sustainable lifestyle. While dm is expected to largely complete the expansion of its outlet network in Austria during the forecast period, the company is also expected to work on its internet retailing business in order not to hand favourable growth opportunities to rival retailers.

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