

# dm-Drogerie Markt sro in Home Care (Czech Republic)

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## Abstracts

The company's dm drugstore chain offers a wide range of beauty and personal care, packaged food, home care, and tissue and hygiene products. It was a major product innovator in 2016, introducing numerous product extensions of its private label portfolio, sourcing them in Western Europe. Dm-Drogerie Markt is going to continue following consumer demand and introducing new product extensions, partially following Western European trends. The company will also continue spending a considerable amount...

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