

# dm-Drogerie Markt sro in Tissue and Hygiene (Slovakia)

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### **Abstracts**

Dm-Drogerie Markt plans to grow its value share and consumer interest in its private label products. The reason for the rising popularity of its private label products is its combination of reasonable pricing with high quality, because the retailer invests heavily in researching and developing its private label tissue and hygiene portfolio.

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