

# Ecor NaturaSì SpA in Health and Wellness (Italy)

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## Abstracts

Ecor NaturaSi continues to expand in Italy, opening stores all over the country in order to become the most important brand of reference for organic and health and wellness products. In order to be present in all channels, in 2015 the company signed a joint-venture with Gruppo Argenta, the leading manufacturer of vending machines, to test sales of organic products via this channel.

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## Contents

Strategic Direction

Key Facts

Summary 1 Ecor NaturaSi SpA: Key Facts

Competitive Positioning

Summary 2 Ecor NaturaSi SpA: Competitive Position 2015

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