

# Etat Pur SAS in Beauty and Personal Care (Italy)

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## Abstracts

Etat Pur is a French-based company that entered the Italian online market in 2012. Effective 2012, Etat Pur started trading 80 references in Italy on its e-commerce website [www.etatpur.it](http://www.etatpur.it), with sales that are available solely and exclusively online. Considering the market of online sales in Italy is still not as developed as it is in other countries, this new entrance in the channel is a great challenge; however, it looks like the easiest and fastest way to establish presence in the Italian...

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