

H&M Hennes & Mauritz AB in Apparel and Footwear (China)

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Abstracts

H&M Hennes & Mauritz AB is expected to further expand its sales network in China over the forecast period, with a focus on occupying the second- and third-tier cities to seek a new growth engine. Moreover, the company will carry forward the localisation strategy, by hiring local celebrities as brand ambassadors and launching China-specific product lines, in order to cater to the appetite of Chinese consumers.

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