

# Kesko Oyj in Health and Wellness (Finland)

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## Abstracts

The domestic retailing giant Kesko Oyj's focus is on the competitive retailing landscape, which includes both grocery and non-grocery stores. Emphasis is placed particularly on chain management and increasing the number of members in its customer loyalty programme (K-Plussa). Kesko aims to defend its position in health and wellness beverages through competitive prices and an extensive and constantly developing range of private label products and innovative customer service. The company is...

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