

Kicks AB in Beauty and Personal Care (Sweden)

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Abstracts

Kicks is the leading chained beauty and specialist retailer in Sweden, operating 146 outlets across the country. The company's main objectives are to maintain its leading position, while also being the driving force of green and sustainable development in Sweden. In order to sustain its strong position on the market, the retailer continues expanding its private label range and added new launches in body care and launched its first facial care series in 2016. Kicks also reserves the right as the...

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