

# Kronans Droghandel Retail AB in Retailing (Sweden)

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## Abstracts

Kronans Droghandel Retail will continue to consolidate its position in chemists/pharmacies over the forecast period. The competition is becoming even harsher between players, so the chain plans to strengthen its position by launching selected ranges of health and wellness packaged food and non-alcoholic drinks. The chain focused on launching private label brands right from the beginning of the establishment of the chain in Sweden. It aims to offer good-quality products with competitive prices...

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