

Marionnaud Parfumeries SA in Beauty and Personal Care (France)

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Abstracts

Marionnaud Parfumeries is expected to maintain its low price strategy in the short term, and consequently will use promotional prices in order to encourage consumers to open the doors to its stores. Meanwhile, this player is not expected to open new outlets in France, in part because in comparison with its direct competitor, Sephora, it already has the biggest outlet network. This beauty specialist retailer is also expected to invest further in its web store in order to increase its online...

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