

Matas A/S in Beauty and Personal Care (Denmark)

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Abstracts

With an ambitious goal of reaching net sales of DKK4 billion by 2021, Matas is set to increase the number of retail outlets over the forecast period. The retailer is rolling-out a new store concept called Matas 2020, which is designed to give consumers a more complete shopping experience. The first two test stores opened in early 2016. In recognition of the growing importance of internet retailing in Denmark, Matas also plans to promote and improve its popular online store: www.matas.dk.

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