

Matas A/S in Retailing (Denmark)

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Abstracts

Matas will focus on increasing its share in consumer health as the leading player in drugstores/parapharmacies through its recognised private label and investment in its store-based outlets and online shop. The company will develop its product range and strengthen its brand image for strong value for money positioning in the mid-priced segment. Furthermore, Matas will act to increase its presence in Denmark by opening more retail outlets across the country, as well as investing in its online cha...

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