

MD Group in Luxury Goods (Netherlands)

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Abstracts

Marlies Dekkers is committed to consolidating its position in the domestic market as the leading manufacturer and distributor of luxury underwear and hosiery products. The company is eyeing international markets, working to gain a greater presence in other countries in Europe and elsewhere. Future strategy will focus on opening more stores in the continent and gaining a presence in markets such as the US and across Asia, and using internet retailing to help reach consumers abroad.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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