

# Novy Impuls-50 000 in Home Care (Russia)

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## Abstracts

Novy Impuls-50 000 is one of the most noticeable grocery online retailers offering a wide selection of home care products. Although it offers a varied product portfolio and it increased its value sales during the economic crisis, the company is still recognised as a regional player, operating only in Moscow and the Moscow region. It is anticipated that company may try to enter other regions during the forecast period; although no solid news about its expansion plans were registered at the end of...

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