

# Rituals Nederland BV in Luxury Goods (Netherlands)

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## Abstracts

Rituals will continue its expansion plans in the Netherlands; it is planning to open more stores in new cities. The company sees store presence as a key element behind continuing growth in its home market, aiming to have more than 60 stores open by the year 2018. The company expects to consolidate its brand name as a synonym for health and wellness, further investing in renewing product lines and venturing into related products, such as health spas and home furnishing products.

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