

Union Co-operative Society in Home Care (United Arab Emirates)

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Date: April 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U44200D59A2EN

Abstracts

Hypermarkets are becoming an increasingly dominant channel in the United Arab Emirates home care market. Many customers, especially those with low to mid-range incomes, are drawn to cooperative societies due to their highly competitive prices. Union Co-Operative Society already has a well-developed retail network in Dubai and strong consumer awareness, which will benefit the retailer during the forecast period. Although private label home care sales remain small here, their growth potential is...

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