

# Weleda Nederland BV in Beauty and Personal Care (Netherlands)

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## Abstracts

Weleda expects to see more sales sourced in internet retailing over the forecast period. Whilst the brand holds a strong niche position in specialist stores, it is also looking to expand its presence in other channels such as grocery retailers. The current and more limited range of products available in supermarkets is set to increase as mainstream formulas open stores with larger selling space. Weleda plans to continue investing in consolidating the position of its brands in the Netherlands and...

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