

Aldi Einkauf GmbH & Co oHG in Retailing (Germany)

<https://marketpublishers.com/r/AB6F2970AE6EN.html>

Date: January 2015

Pages: 7

Price: US\$ 150.00 (Single User License)

ID: AB6F2970AE6EN

Abstracts

In order to remain competitive, Aldi is underway with restructuring and modernising some of its outlets to make them more appealing to a wider range of customers. The formerly strict hard discounter is also working on widening its product portfolio to offer more brands and fresh products over the next years, thereby also targeting a wider range of consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Aldi Einkauf GmbH & Co OHG: Key Facts

Summary 2 Aldi Einkauf GmbH & Co OHG: Operational Indicators

Internet Strategy

Summary 3 Aldi Einkauf GmbH & Co OHG: Share of Sales Generated by Internet

Retailing

Company Background

Chart 1 Aldi Einkauf GmbH & Co OHG: Aldi (Nord), Discounter in Berlin

Private Label

Summary 4 Aldi Einkauf GmbH & Co OHG: Private Label Portfolio

Competitive Positioning

Summary 5 Aldi Einkauf GmbH & Co OHG: Competitive Position 2014

I would like to order

Product name: Aldi Einkauf GmbH & Co oHG in Retailing (Germany)

Product link: <https://marketpublishers.com/r/AB6F2970AE6EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB6F2970AE6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970