

Aldi France in Retailing (France)

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Abstracts

Aldi keeps its clear and firm position on the market, as it offers a range of key products at affordable prices for consumers who become more and more attentive to prices. Thanks to private label products, Aldi confirms its image of hard discounter. Aldi also developed its non-grocery categories: Utensils for the kitchen, gardening tools, pet food, etc.

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