

# Aldi Holding ApS in Retailing (Denmark)

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## Abstracts

Aldi was struggling with poor outlet formats which did not correspond to the expectations of Danish consumers, and this was the main focus of the retailer in 2014. To help improve this, the German owner of Aldi Group injected an investment of DKK200 million into its Danish branch in 2014, with the aim of the chain fighting back and recovering its position in the discounters channel.

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