

# Aldi Magyarország Élelmiszeripari Kereskedelmi Bt in Retailing (Hungary)

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## Abstracts

Although Aldi Magyarország widened its network dynamically in the early years, this expansion has slowed down, to 10-15 new stores per year, and it is expected to reach 110 outlets by 2014. However, its expansion will be hindered by the “Plaza Stop Act”. Aldi will now focus on offering a wider product range at affordable prices to benefit from changing consumer habits, and raise the level of locally sourced products.

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