

Aldi Nederland BV in Retailing (Netherlands)

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Abstracts

Aldi's strategy in the Netherlands is changing amidst intense competition in grocery retailing in the Netherlands. Aldi originally offered a narrow range of private label products, although more recently the company has expanded the range of products it offers, including premium brands and organic products, in order to compete with its main rival in discounters Lidl and various supermarkets. The company is also offering a wider range of fresh products in line with the rising demand for fresh...

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