

ATB-Market TOV in Retailing (Ukraine)

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Abstracts

ATB is one of the largest, fastest growing networks in Ukraine. Over the forecast period, ATB-Market will build its strategy around consumers, comprising a thorough selection of products to meet shifting consumer preferences, satisfy with quality products and service, as well as ensuring highly competitive prices with private label expansion. Ukraine will remain as the company's area of focus and it will continue to open new stores, further enhancing its nationwide presence in the future.

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

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