

Auchan Group SA in Retailing (World)

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Abstracts

Facing challenging conditions for hypermarket operators in France and other Western European markets, Auchan is battling to improve its price image while maintaining profits, while internet retailers are encroaching on non-food sales. The group is testing small store formats to offset hypermarket saturation in France. In large emerging markets including China and Russia, it continues aggressive expansion strategies, and is exploring growth opportunities in new markets, most recently in India.

Euromonitor International's Auchan Group SA in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

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

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