

Auchan OOO in Retailing (Russia)

<https://marketpublishers.com/r/A0A64541BF7EN.html>

Date: July 2015

Pages: 4

Price: US\$ 572.00 (Single User License)

ID: A0A64541BF7EN

Abstracts

Auchan OOO remained as the largest operator of hypermarkets operating in Russia in 2014, a position it has held since 2002. The company remains focused on exploiting the rising levels of consumer purchasing power as it seeks to increase its number of customers by offering a wide range of high-quality products at prices that are between 10% and 20% lower than the prices charged by its competitors. Up to 80% of the goods sold in Auchan outlets in Russia are locally produced.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Auchan OOO: Key Facts

Summary 2 Auchan OOO: Operational Indicators

Internet Strategy

Summary 3 Auchan: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Auchan OOO: Auchan, Hypermarkets in Saint Petersburg

Private Label

Summary 4 Auchan OOO: Private Label Portfolio

Competitive Positioning

Summary 5 Auchan OOO: Competitive Position 2014

I would like to order

Product name: Auchan OOO in Retailing (Russia)

Product link: <https://marketpublishers.com/r/A0A64541BF7EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A0A64541BF7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970