

# Axfood AB in Retailing (Sweden)

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## Abstracts

Axfood aims to continue to increase its value share within grocery retailers, focusing on its loyalty programme, value-for-money products, the expansion of its private label product assortment and new store openings. Axfood is also focusing more heavily on expanding its selection of healthier options, which, amongst others, culminated in the opening of Hemköp Reko towards the end of the review period, the company's first store devoted mainly to organic products. The company also converted its Pr...

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