

Carrefour in Consumer Appliances (Morocco)

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Abstracts

Since opening its first supermarket in Rabat more than 25 years ago, Carrefour has developed and owned 48 outlets in 2013, including 38 Carrefour Market, two Carrefour and eight discount department stores under the Atacadão brand. 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:** Major Appliances, Small Appliances. **Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data. **Why buy this report?**

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Pinpoint growth sectors and identify factors driving change;

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

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