

Carrefour SA in Retailing (World)

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Abstracts

French grocery giant Carrefour SA has undertaken sizeable strategic shifts since the 2012 appointment of a new CEO, including aggressive acquisition, the reduction and improvement of its private label range, a multi-channel strategy with a particular focus on convenience, and ongoing expansion into international markets. Its fortunes have turned around, and it is well positioned for growth over the period to 2020.

Euromonitor International's Carrefour 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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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.

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