

CONAD - Consorzio Nazionale Dettaglianti Scrl in Retailing (Italy)

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Abstracts

In 2016, CONAD launched its new Pet Store Conad banner in order to take advantage of Italian consumers' increasing expenditure of pet food and pet care products in spite of economic uncertainty. The company ended the year with 15 stores, with the plan being to eventually have more than 100 outlets. The company also opened a new superstore concept in Naples called Fuorigrotta, which is a 1,650 sq m urban store which focuses on high quality fresh produce often bought on a daily basis.

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