

CONAD - Consorzio Nazionale Dettaglianti Scrl in Tissue and Hygiene (Italy)

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Abstracts

CONAD's operations continue to focus on grocery retailing, but the company is also widening and diversifying its business in new markets, such as parapharmacies/drugstores and opticians. With grocery retailing the largest part of CONAD's business, the company is predicted to keep opening new outlets or to acquire existing outlets from other retailing players. These strong investments and sales network extensions will allow Conad to maintain its position in the market, thanks also to its...

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