

# Coolblue NV in Retailing (Belgium)

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## Abstracts

A multichannel player, with more than 160 web shops and three physical stores in Belgium, Coolblue NV has established a strong position within internet retailing in Belgium. While its customers are mainly Dutch-speaking, with the opening of several new web stores in 2014 and 2015, its popularity has increased among French-speaking consumers too. Coolblue NV focuses its activity on product categories such as consumer appliances, consumer electronics, media products and homewares and home furnishi...

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