

Coop Italia scarl in Retailing (Italy)

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Abstracts

In 2016, Coop Italia initiated a full revamp of its private label lines, with this expected to be completed by 2018 across all product areas. After 13 years, the company decided to adjust its offer so as to better cater for consumer demand for health and wellness, organic and local products. Aside from renovating the look of its products, Coop also created two new lines called Coop Origine, for which it monitors the entire supply chain, and Amici Speciali for pets.

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