

Costco Wholesale Canada Ltd in Retailing (Canada)

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Abstracts

Costco Wholesale Canada continues to perform well in Canada, increasing its hold on warehouse clubs in the country. The company targets middle-income consumers, offering low unit prices and bulk sales of a wide variety of products, including a range of economy, standard and premium packaged food, soft drinks and alcohol. Costco is continuously updating its product portfolio in order to better cater to the prevailing trends in food and drink, increasing its offering of healthy, gourmet and...

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