

# Dagrofa A/S in Retailing (Denmark)

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## Abstracts

NorgesGruppen's purchase of the majority shareholding in Dagrofa was finally approved in October 2013 by the Danish Competition and Consumer Authority. The takeover saw a change of strategy by Dagrofa towards a stronger focus on product diversity and niche and unique selections through broader availability of branded instead of private label products; the opposite direction of Coop Danmark and Dansk Supermarked. In addition, Dagrofa's affiliated retailers have been brought in as shareholders to...

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