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Decathlon SA in Retailing (France)

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Abstracts

In spite of ongoing strong growth in 2015 and 2016, Decathlon will face numerous threats over the forecast period, such as the growing dynamism of franchised competitors such as Intersport, the increasing importance of more specialised retailers in high added-value niches, such as Endurance Shops and Foulées, which focus on catering for specific sports such as running, and the competition posed by multinational apparel and footwear specialist retailer chains such as H&M. Thus, over the forecast...

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