

Delhaize Group SA in Retailing (Belgium)

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Abstracts

Delhaize Group suffered strongly from the price war which emerged as a result of both the success of discounters and the expansion of Albert Heijn. Following the change of CEO at the beginning of 2014, the company announced in June 2014 that it will end the activity of 14 Delhaize “Le Lion” supermarkets between 2015 and 2017. Such a measure is also likely to entail the dismissal of 2,500 workers within the same period.

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