

## E Leclerc in Retailing - World

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### Abstracts

French retailer E Leclerc is a regional player whose domestic market continues to account for the vast majority of its overall revenue. E Leclerc enjoys a strong position in the French hypermarkets channel, posting a particularly positive performance in 2009. The company benefited from a low price positioning during the economic downturn. An area of weakness is its international presence, with E Leclerc significantly lagging behind rival retailers in its international expansion efforts.

Euromonitor International's E Leclerc in Retailing company profile offers detailed strategic analysis of the company's business, examining its performance in the retail industry, with recommendations on how it should develop going forward. The report examines the company's positioning by region and category, product developments, operational strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

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