

ETK Group in Retailing (Estonia)

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Abstracts

ETK Group is the largest player in Estonian grocery retailing in terms of sales, outlets and selling space and will seek to maintain this position over the forecast period. The company aims to be close to Estonians throughout the country, in both urban and rural areas. Being a company owned by its consumers, ETK Group emphasises its Estonian origins and claims to represent the interests of Estonian consumers. As such, it differs from other leading grocery chains which often belong to...

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