

# Grocery Retailers in Serbia

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## Abstracts

The owner of Lidl discounters registered a company in Serbia in 2010 and has been announcing its arrival to the country ever since. It seemed as though Serbian consumers would have a chance to purchase Lidl goods in 2016, but that was not the case and they will have to wait until 2017 to do so. The company remains very secretive in terms of sharing its plans or any information with the public, and its reasons for postponing the opening of its outlets are not very clear. Nevertheless, the delay,...

Euromonitor International's Grocery Retailers in Serbia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Modern Grocery Retailers, Traditional Grocery Retailers.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Grocery Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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