

Hema BV

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Abstracts

With more than 750 stores in nine countries worldwide, the Dutch retailer Hema has an image of selling stylish, good quality products for everyday use at affordable prices. Hema's growth strategy moving forward consists largely of partnering with other retailers to stock its products on their shelves. This is expected to help it rapidly expand its reach internationally.

Euromonitor International's Hema BV company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

Why buy this report?

Get a detailed picture of the Retailing 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.

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