

Hofer KG in Retailing (Austria)

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Abstracts

Hofer is expected to remain a major player in grocery retailing in Austria, due to its good reputation and loyal customer base, stemming from its role as the pioneer in discounters in Austria. However, as discounters is expected to stagnate in the forecast period, Hofer, with its strategy of remaining largely a hard discounter, runs into danger of losing ground to its competitors, which are increasingly leaning towards supermarkets in terms of their product range and outlet design.

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