

Home Depot Inc, The in Retailing (USA)

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Abstracts

The Home Depot benefitted in recent years from low interest rates and consumer habits adopted during the recession led consumers to spend on long-term durable goods rather than consumable products. Home Depot is very slowly increasing its US store count but is operating in a saturated market. In order to drive growth the company is investing in improving store infrastructure and IT developments that will improve online sales.

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