

Jerónimo Martins - Distribuição de Produtos de Consumo Lda in Packaged Food (Portugal)

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Date: December 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: J6C7D959C82EN

Abstracts

Over the forecast period, the company's main priorities are set to focus on increasing its sales in supermarkets and achieving a corresponding increase in its value share within this channel. In order to achieve this, Jerónimo Martins is expected to continue expanding its network of Pingo Doce modern grocery retailing outlets, mainly through the opening of new supermarkets. At the end of 2014, the company announced that it is to invest €250 million in the expansion of the Pingo Doce chain...

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