

# Jerónimo Martins Polska SA in Alcoholic Drinks (Poland)

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## Abstracts

The Biedronka discount network of Jerónimo Martins Polska SA is the leading retailer in grocery retailers in Poland. In 2016, the company had 2,722 stores in Poland. For comparison, Lidl, the biggest competitor of Biedronka, had only 607 stores in 2016. The company's strategy is to focus on the development of its existing network and open approximately 100 new stores a year. In 2016, it opened 83 new outlets. Simultaneously, 145 outlets were renovated to new standards. By comparison, in 2015, 10...

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