

# Jeronimo Martins Polska SA in Home Care (Poland)

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## Abstracts

Over the review period the company was rapidly expanding in terms of outlet number; however, as Biedronka currently has several thousand discounters across the whole of Poland, further expansion is not expected to be so fast. However, with such a significant chain the company is expected to focus more on private label products. Jeronimo Martins is likely to concentrate on widening its private label range as well as focus on the improvement of its content, packaging and labelling.

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