

Jeronimo Martins Polska SA in Retailing (Poland)

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Abstracts

Jeronimo Martins Polska intends to expand its presence in major Polish cities, where there is still room for new openings. The company is focusing on developing its offer in response to new trends and strong price competition. A lower number of openings are expected than during the review period, in parallel with an emphasis on upgrading and remodelling existing outlets.

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