

Jumbo Supermarkten BV in Retailing (Netherlands)

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Abstracts

Following several successful acquisitions in recent years, Jumbo Supermarkten intends to further consolidate its current position as the second leading player in grocery retailing in the Netherlands, while also taking steps to close the gap on Albert Heijn. To this effect, the company is expected to continue to open new supermarket outlets to shore up its share through greater store proximity. At the same time, Jumbo Supermarkten will continue to pursue an everyday low price strategy to fend off...

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