

Kesko Oyj in Retailing (Finland)

<https://marketpublishers.com/r/K14D7203001EN.html>

Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: K14D7203001EN

Abstracts

Kesko's strategic objective in grocery retailing is to expand. It plans to do this by putting an increasing emphasis on convenience stores and small supermarkets. This strategy was put into practice in 2016, when it acquired Suomen Lähikauppa's Siwa and Valintatalo retail brands. It started rebranding these chains as K-market, and also plans to renew the whole concept of the K-market chain. In addition, the company started investing in its new Neste K brand, with a better selection of products a...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Kesko Oyj: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Kesko Oyj: Private Label Portfolio

Competitive Positioning

Summary 3 Kesko Oyj: Competitive Position 2016

I would like to order

Product name: Kesko Oyj in Retailing (Finland)

Product link: <https://marketpublishers.com/r/K14D7203001EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/K14D7203001EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970