

# Kroger Co in Retailing (USA)

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## Abstracts

Kroger is the biggest supermarket chain in the US, continuing to lead the channel in 2016 both in terms of retail value sales and outlet numbers. The company is seeking continued growth through acquisition, an increased online presence, and better product variety and value through the offer of private label products. The company purchased Harris Teeter in 2013, which helped it to gain a strong foothold in the fast growing South Atlantic region, and acquired Roundy's in late 2015, expanding its r...

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