

Kroger Co in Retailing (World)

<https://marketpublishers.com/r/KDBACA11E19EN.html>

Date: April 2015

Pages: 33

Price: US\$ 572.00 (Single User License)

ID: KDBACA11E19EN

Abstracts

Kroger Co, the US-only grocery giant, enjoyed substantial growth over the review period as the grocery market consolidated. This was partly driven by acquisition, most recently the purchase of Harris Teeter in 2013, but its sophisticated private label offer, underpinned by extensive manufacturing capacity and a commitment to low prices, drove organic growth. The company is well positioned to add market share over the forecast period.

Euromonitor International's Kroger Co in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

Scope of the Report
Strategic Evaluation
Competitive Positioning
Geographic and Channel Opportunities
Brand and Private label Strategy
Operations
Recommendations

I would like to order

Product name: Kroger Co in Retailing (World)

Product link: <https://marketpublishers.com/r/KDBACA11E19EN.html>

Price: US\$ 572.00 (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/KDBACA11E19EN.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