

## Label Vie SA in Pet Care (Morocco)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: LBA8159C54EEN

### Abstracts

Label Vie's strategic direction in Morocco consists of further expansion via the opening of new Carrefour hypermarkets and Carrefour Market supermarkets all over the country, in order to gain value share from its competitors, especially Marjane Holding. For example, in 2015/2016, it opened two new Carrefour hypermarkets, one in Oujda and one in Marrakech, to reach six outlets. The company also plans to take advantage of its wide base of modern grocery retailers to launch private label products i...

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