

Leroy Merlin in Retailing (France)

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Abstracts

Over the forecast period, Leroy Merlin is expected to maintain its high growth rate (the most dynamic among home and gardening specialist retailers) and to develop its sales over the internet (even if it is quite complicated as the prices of Leroy Merlin differ a lot from those of pure internet retailers). Another challenge for Leroy Merlin will be to consolidate the profitability of its new concepts, Zôdio in home decor and Kbane in green energy and sustainable development.

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