

Lidl België GmbH & Co KG in Retailing (Belgium)

<https://marketpublishers.com/r/L0DD2AD89E7EN.html>

Date: December 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L0DD2AD89E7EN

Abstracts

Lidl is currently focusing on changing its reputation as the archetypal hard discounter to become what it refers to as a 'smart discounter', in other words a discounter offering fresh products for the whole family. Because of its new positioning, the average size of Lidl stores is increasing, rising from 650 sq. m in 2005 to 830 sq. m in 2015. Lidl has publicly stated that its goal is to reach an average size of 1,500 sq. m per outlet. Lidl has opened nine outlets in 2016.

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 Lidl België GmbH & Co KG: Share of Sales Generated by Internet
Retailing 2014-2016

Private Label

Summary 2 Lidl België GmbH & Co KG: Private Label Portfolio

Competitive Positioning

Summary 3 Lidl België GmbH & Co KG: Competitive Position 2016

I would like to order

Product name: Lidl België GmbH & Co KG in Retailing (Belgium)

Product link: <https://marketpublishers.com/r/L0DD2AD89E7EN.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/L0DD2AD89E7EN.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