

# Lidl Bulgaria EOOD & Co KD in Packaged Food (Bulgaria)

<https://marketpublishers.com/r/LE700B9E7A1EN.html>

Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: LE700B9E7A1EN

## Abstracts

Lidl is set to focus on further expansion in the country through the opening of new stores. Along with geographical expansion, it aims to attract consumers not only with low prices but also gourmet products and ideas on how to prepare them. In this sense, Lidl will develop not as a typical discounter, as it intends to attract middle- and high-income consumers. This strategy is expected to be particularly successful, as it offers an added-value way to overcome the limited market size of packaged...

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:** Baby Food, Baked Goods, Biscuits and Snack Bars, Breakfast Cereals, Confectionery, Dairy, Ice Cream and Frozen Desserts, Oils and Fats, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Soup, Spreads, Sweet and Savoury Snacks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Packaged Food 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

Key Facts

Summary 1 Lidl Bulgaria EOOD & Co KD: Key Facts

Summary 2 Lidl Bulgaria EOOD & Co KD: Operational Indicators

Internet Strategy

Private Label

Summary 3 Lidl Bulgaria EOOD & Co KD: Private Label Portfolio

Competitive Positioning

Summary 4 Lidl Bulgaria EOOD & Co KD: Competitive Position 2015

## I would like to order

Product name: Lidl Bulgaria EOOD & Co KD in Packaged Food (Bulgaria)

Product link: <https://marketpublishers.com/r/LE700B9E7A1EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LE700B9E7A1EN.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