

Lidl France in Retailing (France)

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Abstracts

Lidl has to improve its image in terms of the quality of its products: The issue with contaminated steaks in 2011 created problems for its image and the company was still trying to improve its reputation in 2012. In terms of outlet numbers, Lidl continues to drive the market of discounters and with its 1,640 stores in France it started become as close to consumers as convenience stores. But unlike convenience stores, the prices in Lidl stay very attractive – on the level of hypermarkets.

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