

# Lidl Hrvatska doo kd in Retailing (Croatia)

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## Abstracts

In 2014, eight years after its first appearance in Croatia, Lidl Hrvatska doo kd finally managed to achieve significant net income. From that year, Lidl achieved a net profit almost identical to that of the four-times-bigger leader Konzum dd. Future plans of the company include expansion of the outlet network; it is unclear where the final reach of the discounters format might be.

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