

Lidl Schweiz GmbH in Packaged Food (Switzerland)

<https://marketpublishers.com/r/L8E184196B9EN.html>

Date: December 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L8E184196B9EN

Abstracts

Lidl's long-term strategy in Switzerland is to enable its retailing brand to reach a wider audience by opening new outlets in strategic locations. The discounter arrived in Switzerland in 2009, and had 106 stores in 2016. Lidl will likely continue to focus on offering quality, freshness and Swiss authenticity, all of which are vital in Swiss packaged food.

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, Breakfast Cereals, Confectionery, Dairy, Edible Oils, Ice Cream and Frozen Desserts, Processed Fruit and Vegetables, Processed Meat and Seafood, Ready Meals, Rice, Pasta and Noodles, Sauces, Dressings and Condiments, Savoury Snacks, Soup, Spreads, Sweet Biscuits, Snack Bars and Fruit 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 Schweiz GmbH: Key Facts

Summary 2 Lidl Schweiz GmbH: Operational Indicators (excluding VAT)

Internet Strategy

Private Label

Summary 3 Lidl Schweiz AG: Private Label Portfolio

Competitive Positioning

Summary 4 Lidl Schweiz AG: Competitive Position 2017

I would like to order

Product name: Lidl Schweiz GmbH in Packaged Food (Switzerland)

Product link: <https://marketpublishers.com/r/L8E184196B9EN.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/L8E184196B9EN.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