

# Lidl Suomi Ky in Retailing (Finland)

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## Abstracts

Lidl Suomi is the only discounter operating in Finland. The company offers an extensive selection of private label products, but is also expected to continue catering to the tastes and preferences of local consumers by offering well-known domestic brands alongside its private label products. The player's core strategy for the forecast period is to maintain, develop and expand its network of outlets in the country. According to a company statement in 2015, it has plans to open 40 outlets in the s...

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