

Lidl Sverige KB in Retailing (Sweden)

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Abstracts

As the leading discounter in Sweden, Lidl continues to focus on expanding by opening between 7 and 10 outlets each year until it reaches somewhat more than 200 outlets in total. The company has stated that its main growth constraint is the fact that Swedish consumers do not consider the product assortment large enough to have the store as their main grocery alternative. Efforts to change this perception are, according to Lidl, vital for continued future growth. Furthermore, a refurbishing...

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