

# Media-Saturn Holding Sweden AB in Consumer Appliances (Sweden)

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## Abstracts

Through its Media Markt chain, Media-Saturn is set to expand its operations in Sweden during the forecast period. The Media Markt chain is in the process of pursuing its stated goal to be the established leader in the retailing of consumer appliances and consumer electronics to the extent that the chain is currently operating with significant annual losses in an attempt to build its value share in retailing in Sweden. The chain increased the size of its Swedish outlet network once again in 2012...

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