

# Migros Genossenschaftsbund eG in Retailing (Switzerland)

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## Abstracts

Thanks to its offerings, numerous product innovations and new services, as well as its social and environmental commitment and sustainability programmes, Migros is likely to be well positioned to defy the upcoming tough challenges of the retail environment in Switzerland. Internet retailing is expected to remain one of the main sources of growth for Migros as the retailer is expected to continue expanding this channel while continuing to focus on offering the best value for money.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Migros Genossenschaftsbund eG: Share of Sales Generated by Internet  
Retailing 2014-2016

Private Label

Summary 2 Migros Genossenschaftsbund eG: Private Label Portfolio

Competitive Positioning

Summary 3 Migros Genossenschaftsbund eG: Competitive Position 2016

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