

O'Key OOO in Retailing (Russia)

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Abstracts

O'Key is set to continue expanding its hypermarkets and supermarkets into regions of Russia in which it is not present, as well as increase its penetration in the Urals region, Siberia and Moscow. At the end of 2014 the retailer announced plans to open 12 hypermarkets and supermarkets during 2015 and launch the new format – supermarkets Da!. The new format will sell budget and mid-price range of 1,400 SKUs with strong focus on private label, located conveniently to provide fast shopping.

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