

Otto Group in Retailing (World)

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Abstracts

The Otto Group global company profile looks at Europe's second largest non-store retailer. Founded in 1949, Otto has evolved from a handmade catalogue company to one of Europe's largest multi-channel retailers. The profile analyses the performance of Otto during 2011 both in its domestic market, Germany, and in international markets. The profile also examines product and geographic expansion opportunities within non-store channels that the Group could undertake in the short to medium term.

Euromonitor International's Otto Group in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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