

Pick 'n' Pay (Pty) Ltd in Packaged Food (South Africa)

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Abstracts

Pick 'n' Pay Stores targets towards all of South Africa's diverse consumer groups, with the focus on sales of packaged food, home care and beauty and personal care. In order to increase spending among its customers, the company's product profile is shifting towards DIY, alcoholic drinks and clothing among high-income groups. The group has struggled in recent years, losing both value share and turnover to Shoprite Checkers, which offers consumers greater affordability, and Woolworths, which has...

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