

Prisma Peremarket AS in Retailing (Estonia)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P3D9CC0A06BEN

Abstracts

In spite of dense competition in local grocery retailers, Prisma Peremarket is focusing on growing its value share in the country. In comparison with other leading grocery retailers, Prisma Peremarket started its wider expansion relatively lately in Estonia – the player moved outside Tallinn during the first decade of the 2000s. At the same time, other leading players already had a wide outlet range. As its number of outlets is remarkably lower than that of its competitors, the company is...

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