

Rema 1000 Danmark A/S in Retailing (Denmark)

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Abstracts

In 2014 Rema 1000 recorded 4% value growth, showing that the soft discounters concept has resonated very well with Danish consumers. Rema 1000 has focused heavily on developing its image as a socially-responsible retailer, and is ahead of the leaders Coop Danmark and Dansk Supermarked in this respect. Working on its brand image was also a key factor in 2014. Rema 1000 aims to continue its dynamic pace of growth, and plans to expand by 15-20 outlets annually to reach 300 outlets by 2016.

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