

Rewe International AG in Retailing (Austria)

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Abstracts

Rewe is set to remain the leader in grocery retailers and also in overall retailing in Austria in the forecast period. With its large array of retail brands, it can minimise the impact on its business of possibly only moderate performances in certain channels. The company can rely on extremely dense branch networks, a strong mix of branded products and popular private label brands, and is usually ahead of the competition in terms of innovation, stemming from its willingness to constantly invest...

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