

# Rewe SRL in Retailing (Romania)

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## Abstracts

Rewe is expected to continue to focus on offering the lowest possible prices in the forecast period. The company will continue to expand its private label range, focusing on products specifically tailored to Romanian consumers and using local producers where possible. The company is expected to continue to invest heavily in marketing, with a growing focus on online marketing and social media. However, the company is not expected to launch internet retailing, instead focusing on a low-priced...

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