

# Rimi Latvia SIA in Retailing (Latvia)

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Date: December 2016

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: R035168ADE1EN

## Abstracts

Rimi is expected to continue to lead the market and expand. There are two strategic directions apparent in the company's development. Firstly, Rimi is reducing its number of discounter outlets by changing them into regular Rimi outlets as the company is letting go of lowest-income customers in favour of the middle-income segment, which is associated with most of the disposable income growth. As Rimi is already located in the best locations, it is a natural move to change the outlets to a higher-...

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