

# Rossmann KG, Dirk in Retailing (Germany)

<https://marketpublishers.com/r/RBA6D58701DEN.html>

Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: RBA6D58701DEN

## Abstracts

Dirk Rossmann intends to continue its expansion in 2013 and the following years with the same high speed as during 2012. The company will focus on expanding its network of outlets in southern Germany, where its presence is still rather low compared with its main competitor DM-Drogerie Markt. The insolvency of Schlecker has left many areas without a parapharmacy/drugstore, and offers a great opportunity for expansion. Furthermore, Rossmann will continue to open larger outlets with a bigger sales...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Dirk Rossmann KG: Key Facts

Summary 2 Dirk Rossmann KG: Operational Indicators

Internet Strategy

Summary 3 Dirk Rossmann KG: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Dirk Rossmann KG: Private Label Portfolio

Competitive Positioning

Summary 5 Dirk Rossmann KG: Competitive Position 2012

## I would like to order

Product name: Rossmann KG, Dirk in Retailing (Germany)

Product link: <https://marketpublishers.com/r/RBA6D58701DEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RBA6D58701DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970