

Royal Ahold NV in Retailing - World

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Abstracts

Following a recovery at its Albert Heijn chain in the Netherlands, thanks to lower costs and strong private label range, and an improvement in the US, Ahold appears to be back on track after a period of difficulty. However, it still faces a challenging economy and strong price competition in the US and the rise of discounters in Europe. Hence, Ahold's heavy reliance on mature markets will continue to limit its potential and underlines the need for the company to continue expanding in Eastern Europe

Euromonitor International's Royal Ahold NV in Retailing company profile offers detailed strategic analysis of the company's business, examining its performance in the retail industry, with recommendations on how it should develop going forward. The report examines the company's positioning by region and category, product developments, operational strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

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