

# Shoprite Holdings Ltd in Consumer Foodservice (South Africa)

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## Abstracts

Although Shoprite's interest is mainly focused in grocery retailing and its expansion throughout Sub-Saharan Africa, the company has successfully managed to continue to target mid to lower income consumers to eat at Hungry Lion. The company is likely to continue to target this consumers with limited incomes by offering bigger than average portions and a limited range of offerings in its menu.

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