

Sonae Distribuição SGPS SA in Retailing (Portugal)

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Abstracts

Sonae is set to continue defending its leading position in non-grocery specialists in Portugal, capitalising on its already strong presence in the channel. Non-grocery specialists in Portugal is becoming quite saturated in terms of the number of outlets over the channel and, with this in mind, the company is more likely to develop innovative services to increase sales rather than opening new outlets, even if the opening of new outlets is likely to remain at the heart of its strategy in Portugal...

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