

Spar Österreichische Warenhandels AG in Retailing (Austria)

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Abstracts

In a highly saturated environment, the bankruptcy of the Zielpunkt discounter chain has opened up room for Spar Österreichische Warenhandels AG for expansion in 2016 and beyond. However, the company's main focus will remain qualitative expansion and keeping its stores up to date. Given its strong market power, long tradition and dense outlet network, Spar is in a strong position to defend its strong position in grocery retailers over the forecast period.

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