

Yildiz Holding AS in Retailing (Turkey)

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Abstracts

The Turkey-based food production giant Yildiz Holding acquired the Sok discounters chain from Migros Tic in 2011. It also acquired the Dia discounters chain from Carrefour and the Onurex discounters chain from Ozen Group in 2013. The aim of the company is to gain share in the dynamic discounters channel and achieve further growth in retailing in Turkey for the foreseeable future.

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