

Zebra A/S in Retailing (Denmark)

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Abstracts

Zebra will continue to compete in variety stores in Denmark through a strong presence of its store-based outlets. The company will establish its leading position through the opening of new shops in central shopping locations throughout Denmark. It will continue to appeal to many consumers in Denmark by offering a great product selection at a competitive price.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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