



Competitor Strategies in Retailing

June 2022

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Diverse approaches to M&A among market leaders

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Value for money remains the most important purchase attribute for consumers

The COVID-19 pandemic accelerates discounters' development

Half of global discounters' value covered by Lidl and Aldi

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International brands provide consumers with new experiences

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Companies expand omnichannel presence across the globe

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About Euromonitor's Consulting Innovation Practice

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