

Carrefour SA in Retail

May 2023

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Exposure to future growth

COMPETITIVE POSITIONING

Buoyed by a positive 2022, Carrefour rises to ninth place, rapidly gaining ground
Grocery retail continues to be Carrefour's primary focus, but e-commerce is gaining ground
Carrefour and Carrefour Market remain the company's principal retail banners

GROCERY OPERATIONS

Carrefour's primary focus is Western Europe, but Latin America is becoming more important

GROCERY OPERATIONS

France and Brazil are the top markets for Carrefour in 2022
Atacadão helps propel warehouse clubs and Brazil to first place in projected growth

E-COMMERCE OPERATIONS

Carrefour's expansion of e-commerce in France is driving Western European sales growth
Carrefour's stated goal is to become a "Digital Retail Company"
Attraction and convenience are at the centre of Carrefour's e-commerce offering

PRIVATE LABEL

Carrefour's focus on private label aligns with the concerns of price-sensitive consumers
A varied private label assortment is key to reach growth targets set by Carrefour for 2026

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Executive summary

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Projected company sales: FAQs
Projected company sales: FAQs

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