

# Carrefour SA in Retail

May 2023

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Exposure to future growth

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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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Projected company sales: FAQs

Projected company sales: FAQs

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