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Cdiscount to launch in UK

Targeting DSGi Group's sales

by Amy-Mae Elliott published on 12 September 2008

French retail giant Casino is about to launch what's being called a "major assault" on the UK market.

The chain will launch its online brand "Cdiscount" in the UK, apparently setting its sights on stealing market share from DSGi, Comet, Tesco and Amazon amongst others.

The retailer stocks PCs, consumer electronics, video games and toys as well as DVDs and music.

Although Amazon is unlikely to be too worried by the news, the move could be very bad news for the DSGi Group.

The Dixons group of companies is facing competition from the US chain Best Buy, and recently announced a "sharp downturn" in sales across Currys and PC World.

