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Of DOW JONES NEWSWIRES

PARIS (Dow Jones)--French retailer Casino-Guichard Perrachon SA (CO.FR) Tuesday said it's aiming for continued sales growth in 2011 as full-year trading profit rose 7.5% as strong sales in emerging markets helped offset a weaker performance in France, where lower prices weighed on margins.

In

its home market, where it competes with Carrefour SA (CA.FR), family-owned Groupe Auchan and the network of operator-owned E. Leclerc stores, Casino said it will focus on expanding convenience and discount stores to improve market share. Casino's emphasis on smaller stores in urban settings has already given it an ...

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