

# Al-Futtaim Group LLC in Consumer Appliances (United Arab Emirates)

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## Abstracts

Al-Futtaim Group LLC faces growing competition from global leading brands within consumer appliances in the United Arab Emirates. Its brand portfolio should however remain a solid asset for the company to increase its position within large appliances. As consumers move to energy efficient appliances to save money, Al-Futtaim should therefore increase its brand recognition thanks to its eco-friendly large appliances. The replacement market will also be beneficial to the company's performance.

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