

Alfred Kärcher Vertriebs GmbH in Consumer Appliances (Austria)

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Abstracts

Alfred Kärcher is looking to establish itself as the leading premium producer of cleaning appliances and vacuum cleaners in Austria. By introducing innovations such as robotic vacuum cleaners, which are currently in strong demand in Austria, the company intends to increase its share in overall consumer appliances. Alfred Kärcher is expected to continue to focus on this niche over the forecast period.

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