

Arçelik AS in Consumer Appliances (World)

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Abstracts

Arçelik AS is global consumer appliances manufacturer, originating in Turkey. With 12 brands, 30 production facilities and 82 subsidiaries, the company is present in almost all continents. The strongest segment for the company is major appliances in the EMEA region. To maintain and scale up its position, the company is involved in several prominent M&A activities, and invests aggressively in technology and R&D to address consumer needs and help society around the globe.

Euromonitor International's Arçelik AS in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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