

# Arçelik AS in Consumer Appliances (World )

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## Abstracts

Arçelik AS ranked among the top 10 companies in major appliances in volume terms in 2014. The company is the leader in consumer appliances in Turkey, where it is based. Arçelik has traditionally focused on the European market, however during the review period it expanded its geographic footprint through the acquisition of South African Defy and is keen to expand in Asia Pacific through development of its production base to diversify the risk associated with a sluggish European market.

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.

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

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