

Bialetti Industrie SpA in Home and Garden (Italy)

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Abstracts

Over the course of the forecast period, Bialetti Industrie SpA can be expected to further focus on maintaining its strong brand image and recognition among Italian consumers. Benefiting from large investments in communication campaigns, consumers strongly link the brand logo of the “man with the moustache” with high-quality products. Bialetti capitalises on its great popularity and aims to develop its products enhancing both functionality and appealing design and is set to continue following thi...

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