

Bosch & Siemens Hausgeräte GmbH in Consumer Appliances (World)

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Abstracts

BSH was the fastest growing Western European major appliance manufacturer at world level in absolute volume terms in 2009-2014. This success was based on its increasing presence in China and Eastern Europe, which helped to offset a lack of growth in Western Europe. The lacklustre performance of major appliances moved BSH to look for growth elsewhere, and it found it in small appliances through the acquisition of Zelmer, which boosted sales in this category and its presence in Eastern Europe.

Euromonitor International's Bosch & Siemens Hausgeräte GmbH 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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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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