

ControladoraMabe SA de CV in Consumer Appliances (World)

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Abstracts

Controladora Mabe's key appliances business interest is within major appliances, where it has a host of brands that cater to different consumer segments, Easy and IEM target low to middle-income consumers, while Mabe and io Mabe target middle to high-income consumers. io Mabe was launched to compete in the premium segment with brands such as Miele. The road ahead is exciting for Mabe, given Haier's recent acquisition of GE's appliances business unit which included GE's 48% stake of Mabe.

Euromonitor International's ControladoraMabe SA de CV 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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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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