

Corporate Strategy Key Insights in an Increasingly Competitive Global Consumer Appliances Market

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Abstracts

Global consumer appliance giants have accelerated the pace of cross-industry M&A since 2017, expanding into industries such as artificial intelligence, industrial robots and new energy to achieve high growth and synergies. Service robots will be the next level of strategic cross-industry expansion. Within the consumer appliances industry, there are still inorganic growth opportunities in fragmented regional markets including Middle East and Africa.

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