

# Electra Consumer Products Ltd in Consumer Appliances (Israel)

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## Abstracts

Electra Consumer Products Ltd is expected to import a wider variety of products across a wider variety of price points in order to compete in as many categories as possible during the forecast period. Greater marketing efforts are expected to be made in order to promote the brands Hitachi and Liebherr. Furthermore, Electra Consumer Products is expected to start importing new brands in niche categories. As the leading player in air conditioners, the company is likely to continue innovating in thi...

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