

General Electric Co (GE) in Consumer Appliances (World)

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Abstracts

General Electric (GE) is a leading multinational conglomerate with an appliance business that made it one of the leading manufacturers in US. Its presence in Latin America and Canada is supported by partnership with Controladora Mabe. Focusing on major appliances, GE is ranked top five globally in dishwashers and large cooking appliances. Terminating its deal with Electrolux AB, GE quickly agreed to a acquisition deal with Haier Group, offering it opportunities in Asia Pacific and other region...

Euromonitor International's General Electric Co (GE) 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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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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