

# GUD Holdings Ltd in Consumer Appliances (Australia)

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Date: August 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: GA744D42B85EN

## Abstracts

GUD Holdings' Sunbeam operations are in a state of slow decline. Still the second largest player in small appliances, GUD Holdings witnessed its share eroded by both innovative products at the premium end, and the private label products of mass merchandisers at the value end. GUD Holdings' declared solution is a combination of an additional focus on premium products, whilst launching their own new products, including the distribution of Oster, the biggest selling blender in the United States.

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