

Gvura OOO in Home and Garden (Russia)

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Date: October 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: G2F0A6A1FB7EN

Abstracts

During recent years cookware with ceramic coating has been one of the most dynamic categories in homewares in terms of growth. Industry players have been constantly engaged in marketing activities and information events. In light of the growing popularity of ceramic-coated cookware among Russian consumers, Gvura offers cookware with ceramic coating, as consumers perceive this as being healthier and ecological, compared to traditional Teflon-covered cookware, in order to boost brand awareness.

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