

Home Appliances Pty Ltd in Consumer Appliances (Australia)

<https://marketpublishers.com/r/H88C769C035EN.html>

Date: August 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: H88C769C035EN

Abstracts

Home Appliances experienced rapid growth over the last decade, by offering premium features at an entry level price. Financed now by McPherson's Limited and with new acquisitions Think Appliances providing the company with additional exposure to the commercial segment, continued growth is assured. The only problem is that Home Appliances' most popular brand, Euromaid, mostly competes in the slow growing freestanding cookers. An attempt at extending the brand further into built-in appliances...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Major Appliances, Small Appliances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Appliances market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Home Appliances Pty Ltd: Key Facts

Summary 2 Home Appliances Pty Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Home Appliances Pty Ltd: Competitive Position 2014

I would like to order

Product name: Home Appliances Pty Ltd in Consumer Appliances (Australia)

Product link: <https://marketpublishers.com/r/H88C769C035EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H88C769C035EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970