

Howden Joinery Group Plc in Consumer Appliances (United Kingdom)

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Abstracts

Howden Joinery is looking to increase its presence within major appliances via the predicted growth of the housing market and home renovation trend, with consumers increasingly keen on stylish and well-designed fully-equipped and built-in kitchens, partly due to the cocooning trend. This will provide an opportunity for Howden to increase brand awareness via its strong business relationships with builders. The company is also expected to design more kitchen collections and ranges so as to cater...

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