

# Indesit Co SpA in Consumer Appliances (World)

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## Abstracts

Indesit is a global leader in consumer appliances. It has struggled, failing to respond to competition from Turkish and Asian manufacturers such as Arcelik, Haier, LG and Samsung in a context of stagnant sales in its key markets in Europe. In its biggest market Western Europe, Indesit has overhauled its operations moving its production to low-cost bases in order to defend its margins. Further deterioration in the mature markets however will mean an even more challenging time ahead in 2013-2014.

Euromonitor International's Indesit Co SpA 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.

## 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.

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