

Koninklijke Philips NV in Consumer Appliances (World)

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Abstracts

Philips continued to rank first in small appliances in 2017 but lost its lead in consumer appliances to Midea Group in 2016. This report examines Philips' strategic advantages and challenges in the face of increasing global competition. As a forerunning innovator, Philips is well-situated to tap into growing consumer interest in healthy living and connected living. Stretching margins in developed markets and expanding emerging market presence will be key areas of focus for Philips.

Euromonitor International's Koninklijke Philips NV 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.

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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.

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