

# Lagrange SA in Consumer Appliances (France)

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## Abstracts

The company is likely to focus on the development of innovative small appliances which are commonly used in French households for convivial and traditional preparation/cooking. Lagrange is also expected to maintain a strong emphasis on premium design and positioning. Its product line benefited from the economic downturn, insofar as French households rapidly adopted cocooning and home-cooking habits.

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