

Lamacom SARL in Consumer Appliances (Morocco)

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Abstracts

Lamacom is not expected to become a top 10 player in consumer appliances during the forecast period, with the company's main focus being on cutlery. The company may indeed lose share during the forecast period, as it will face stronger competition from the leading brands such as Moulinex and Philips in small appliances. These brands benefit from a stronger reputation for quality and durability and are also widening distribution via hypermarkets and increasing their use of price promotions.

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