

Magimix SAS in Consumer Appliances (France)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: MBCF7DCFE55EN

Abstracts

Magimix is a value-orientated company which positions its flagship brand as upmarket. Its strategic focus will most likely remain on developing and marketing premium appliances. After launching the Cook Expert food processor in 2015, Magimix in 2016 launched the Gelato Expert ice cream maker which can make ready-to-eat ice cream in 30 minutes. With over 30 different recipes for ice cream, the appliance was sold in 2016 at a super-premium price tag of EUR599.

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