

Midea Group Co Ltd in Consumer Appliances (World)

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Abstracts

Midea Group's lead in global consumer appliances was cemented in 2020 by strengths in product development, channel deployment and supplies. Acquired brands Toshiba and Eureka play forefront roles in overseas battlefield while Midea and Little Swan continue to help Midea Group stay competitive across major/small appliances in China. Connectivity/smartisation and healthy living are two primary pillars of Midea's growth strategy and are manifest in company's new product launches in 2020 and 2021...

Euromonitor International's Midea Group Co Ltd 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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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.

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