

# Miele & Cie KG in Consumer Appliances (Germany)

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## Abstracts

Miele & Cie continues to invest in product innovation and new technologies, which the company believes give it the strongest unique selling points in its bid to maintain its very strong position in the extremely competitive environment in consumer appliances in Germany. Crucially, the company is expanding rapidly into other countries in order to broaden its horizons and maximise its business opportunities.

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