

MPM AGD SA in Consumer Appliances (Poland)

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Abstracts

MPM AGD will continue focusing on small appliances. Noticing the increasing interest of higher quality products, the company is expected to expand its product portfolio to offer more sophisticated and multifunctional appliances. However, the company is not expected to switch to the mid- and high-end market as there will always be price-sensitive consumers who will value more affordable products. The more promising category of large consumer appliances will encourage the company to put more...

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