

# New San SA in Consumer Appliances (Argentina)

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## Abstracts

The company aims to consolidate its leading position based on increasing manufacturing capacity and distribution, and increasing campaigns and marketing efforts for each brand owned by the company. New San intends to start developing products with greater technology such as smartphones, tablets and more categories within computers.

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**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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