

N&I Asia Pte Ltd in Consumer Appliances (Singapore)

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Abstracts

Over the forecast period, N & I Asia is expected to continue to offer attractive and innovative ranges of kitchen appliances under the brand Zojirushi in order to cater to the evolving needs of consumers. Due to the growing trend of consumers trading up to premium brands, the Zojirushi brand, which caters to middle- to high-income consumers, is likely to benefit significantly.

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