

# OBH Nordica Sweden AB in Consumer Appliances (Sweden)

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## Abstracts

Since its creation in 2002, OBH Nordica Sweden AB has increased its market share in consumer appliances by offering extensive portfolios of small appliances and maintaining a positive brand image based on stylish design and innovative products. This is set to remain essential for the company's strategic direction during the forecast period. Furthermore, the company recently launched a new logo and packaging design in 2014 to more effectively communicate its values in terms of design, innovation...

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