

# Panasonic Corp in Consumer Appliances (World)

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## Abstracts

Panasonic is a clear leader in Japan. However, its presence overseas is limited compared to other appliance giants. Panasonic is one of the leading players in Southeast Asia in multiple categories such as Split Air Conditioners and Hair Care Appliances. In turn, it seems to have further potential in Europe and North America. The company is reinventing its strategies starting from Japan to make its appliances business stronger.

Euromonitor International's Panasonic Corp in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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

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

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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