

# Philips Electronics Middle East & Africa in Consumer Appliances (United Arab Emirates)

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## Abstracts

Philips Electronics Middle East & Africa is expected to focus on consumer appliances that contribute to a healthier and well-groomed lifestyle. The company is set to benefit from this focus, with consumers in the United Arab Emirates showing an increasing interest in healthy living. Food preparation appliances enabling the easy preparation and consumption of fruit and vegetables are likely to appeal and there will continue to be new launches of such products. Meanwhile, new home salon grooming p...

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