

Porcelanosa SA in Home and Garden (Spain)

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Abstracts

Porcelanosa is expected to continue investing in developing its internal position given the forecasted collapse of the real estate market in Spain and the effect in core product categories, especially wall and floor tiles and bathroom and sanitaryware. Increasing investment in strengthening the brand globally will encourage the company to increase the focus on design and using alternative premium materials to target the high-end user market in Spain, whilst using a more selective distribution...

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