

# Samsung Corp in Consumer Appliances (World)

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## Abstracts

Samsung continues to record strong sales growth in recent years, as the pandemic drove consumer focus shifts towards the home. The company has increased investment in product innovation, while its customer-focused strategy is centred around customisation. To this end, the company has expanded its “Bespoke” range, which gives consumers the ability to tailor their appliances to their décor. Rising demand for smart appliances and sustainable technologies will shape Samsung’s future performance.

Euromonitor International’s Samsung 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;

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

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