

SEB, Groupe in Consumer Appliances (World)

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Abstracts

The world's second largest consumer appliances manufacturer, Groupe SEB, is strongly focused on expansion in emerging markets. This profile examines the challenges facing SEB as demand trends evolve in emerging markets, as well as considering opportunities for the company to strengthen its position in key developed markets.

Euromonitor International's SEB, Groupe 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.

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