

# SEB, Groupe in Home and Garden (World)

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## Abstracts

SEB has a range of cookware brands, although it is possibly best known for Tefal in mature markets and Supor in Asia Pacific. A series of local acquisitions over the years has significantly increased its presence in emerging markets. The Supor brand in China is ranked number one in cookware. Strong anticipated growth in Chinese cookware therefore puts SEB in a strong position.

Euromonitor International's SEB, Groupe in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new 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:** Gardening, Home Furnishings, Home Improvement, Homewares.

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

### Why buy this report?

Get a detailed picture of the Home and Garden market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Strategic Evaluation  
Competitive Positioning  
Market Assessment  
Geographic and Category Opportunities  
Brand Strategy  
brand Strategy  
Operations  
R ecommendations

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