

# Tadiran Holdings Ltd in Consumer Appliances (Israel)

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## Abstracts

Tadiran Holdings aims to withdraw gradually from consumer appliances by selling most of its brands. Its plan is to focus on its eponymous brand which includes air conditioners, and strengthen its status as a leading player in the category. Air conditioners offer better profitability than other consumer appliances, the profit margins of which have eroded over the past few years of the review period. In addition, the company plans to expand its activity in the field of energy efficiency products,...

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