

## **Electrolux AB in Consumer Appliances (World)**

Global Strategy | 2024-07-09 | 33 pages | Euromonitor

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### **Report description:**

In a challenging 2023, with high inflationary pressures, Electrolux AB experienced a decline in sales. However, with growth in refrigeration appliances and strong brand rankings in various markets, the company may be able to achieve future growth over the forecast period, taking advantage of its special focus on design and sustainability, with key categories expected to increase in demand, in both major and small appliances.

Euromonitor International's Electrolux AB 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.

Why buy this report?

- \* Get a detailed picture of the Consumer Appliances 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.

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