

# Electrolux AB in Consumer Appliances

July 2024

**Table of Contents** 

#### INTRODUCTION

Scope

Innovation key for Electrolux to tackle future growth challenges

### STATE OF PLAY

Top companies at a glance

Electrolux's global footprint

Company overview

Growth decomposition

# EXPOSURE TO FUTURE GROWTH

Exposure to future growth

Projected rankings

# COMPETITIVE POSITIONING

R elative performance

Competitor overlap

Key categories and markets

Key brands

Latin America and Western Europe strongholds for Electrolux

The Better Living programme

#### MAJOR APPLIANCES

Latin America is the largest region, while Asia Pacific poses challenges

New launches targeting preserving food

Home laundry set for future growth

#### SMALL APPLIANCES

Latin America to provide opportunities, while mature markets require innovation

Focus on design pays off

Vacuum cleaners and air treatment are expected to be key growth areas

#### **KEY FINDINGS**

Innovation key for Electrolux to tackle future growth challenges

#### **APPENDIX**

Projected company sales: FAQs (1/2) Projected company sales: FAQs (2/2)

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/electrolux-ab-in-consumer-appliances/report.