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Floorcoverings Sales via Key Retail Formats in the Czech Republic to 2014

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Abstracts

Introduction

Datamonitor's 'Floorcoverings Sales via Key Retail Formats in the Czech Republic to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Floorcoverings retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include hard coverings, and carpets and rugs

Current and forecast analysis of sales via major retail channels

in the floorcoverings market as well as its sub-categories

Highlights

Floorcoverings retail sales in the Czech Republic increased at a compound annual growth rate of 12.5% between 2004 and 2009.

Hard coverings sales led the floorcoverings market with a share of 55.1% in 2009.

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Home furniture and homewares retailers were the leading retail format for hard coverings in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the floorcoverings market in the Czech Republic

Understand the future direction of the market with reliable historical data and full five year forecasting

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Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology
Table of Contents
List of Figures
List of Tables

FLOORCOVERINGS RETAIL SALES OVERVIEW

Floorcoverings retail market definition
Floorcoverings sales overview
Floorcoverings retail sales value, 2004-09
Floorcoverings retail sales value, 2009-14

FLOORCOVERINGS MARKET SEGMENTATION

Market sales analysis by category, 2004-09
Market sales analysis by category, 2009-14

FLOORCOVERINGS SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Floorcoverings sales analysis by key retail formats, overview
Floorcoverings sales analysis by key retail formats actual, 2004-09
Floorcoverings sales analysis by key retail formats forecast, 2009-14

CARPETS AND RUGS SALES ANALYSIS BY KEY RETAIL FORMATS

Carpets and rugs sales analysis by key retail formats, overview
Carpets and rugs sales analysis by key retail formats actual, 2004-09
Carpets and rugs sales analysis by key retail formats forecast, 2009-14

HARD COVERINGS SALES ANALYSIS BY KEY RETAIL FORMATS

Hard coverings sales analysis by key retail formats, overview

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Hard coverings sales analysis by key retail formats actual, 2004-09
Hard coverings sales analysis by key retail formats forecast, 2009-14

APPENDIX

Methodology
Exchange rates
Related research
Datamonitor consulting
Disclaimer

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List Of Tables

LIST OF TABLES

Table 1: Floorcoverings retail market definition
Table 2: Czech Republic, sales of floorcoverings, value ($m), 2004-14
Table 3: Czech Republic sales of floorcoverings, value ($m and CZKm), 2004-09
Table 4: Czech Republic, forecast sales of floorcoverings, value ($m and CZKm), 2009-14
Table 5: Czech Republic, sales of floorcoverings, value break down by category ($m), 2004-09
Table 6: Czech Republic, forecast sales of floorcoverings, value break down by category ($m), 2009-14
Table 7: (Part 1) Retail format definitions
Table 8: (Part 2) Retail format definitions
Table 9: (Part 3) Retail format definitions
Table 10: Czech Republic floorcoverings, revenues split by key retail formats ($m), 2004-09
Table 11: Czech Republic, floorcoverings forecast, revenues split by key retail formats ($m), 2009-14
Table 12: Czech Republic, carpets and rugs, revenues split by key retail formats ($m), 2004-09
Table 13: Czech Republic, carpets and rugs forecast, revenues split by key retail formats ($m), 2009-14
Table 14: Czech Republic, hard coverings, revenues split by key retail formats ($m), 2004-09
Table 15: Czech Republic, hard coverings forecast, revenues split by key retail formats ($m), 2009-14

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List Of Figures

LIST OF FIGURES

Figure 1: Czech Republic, sales of floorcoverings, value ($m), 2004-14
Figure 2: Czech Republic , sales of floorcoverings, value ($m), 2004-09
Figure 3: Czech Republic, forecast sales of floorcoverings, value ($m), 2009-14
Figure 4: Czech Republic, sales of floorcoverings, value break down by category (%), 2009
Figure 5: Czech Republic, sales of floorcoverings, value break down by category ($m), 2004-09
Figure 6: Czech Republic, sales of floorcoverings, value break down by category (%), 2014
Figure 7: Czech Republic, forecast sales of floorcoverings, value break down by category ($m), 2009-14
Figure 8: Czech Republic, floorcoverings, revenue split by key retail formats (%), 2009
Figure 9: Czech Republic, carpets and rugs, revenue split by key retail formats (%), 2009
Figure 10: Czech Republic, hard coverings, revenue split by key retail formats (%), 2009

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