

Floorcoverings Sales via Key Retail Formats in Peru to 2014

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Abstracts

Introduction

Datamonitor's 'Floorcoverings Sales via Key Retail Formats in Peru 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 Peru increased at a compound annual growth rate of 4.6% between 2004 and 2009.

Carpets and rugs sales led the floorcoverings market with a share of 54% in 2009.

Home furniture and homewares retailers were the leading retail format for carpets and

rugs 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 Peru

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

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Disclaimer

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