

# Home Improvement Sales via Key Retail Formats in Portugal to 2014

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## Abstracts

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### Introduction

Datamonitor's 'Home Improvement Sales via Key Retail Formats in Portugal 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

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

Market value of categories which include decorative materials, electrical hardware, hardware, non-decorative materials and tools

Current and forecast analysis of sales via major retail channels in the home improvement market as well as its sub-categories

### Highlights

Home improvement retail sales in Portugal increased at a compound annual growth rate of 0.2% between 2004 and 2009.

Non-decorative materials sales led the home improvement market with a share of 41.8% in 2009. Discount, variety store, and general merchandise retailers were the leading retail format for non-decorative materials 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 home improvement market in Portugal

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

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Datamonitor consulting

Disclaimer

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