

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

<https://marketpublishers.com/r/H132B53F011EN.html>

Date: January 2011

Pages: 37

Price: US\$ 495.00 (Single User License)

ID: H132B53F011EN

## Abstracts

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### Introduction

Datamonitor's 'Home Improvement Sales via Key Retail Formats in Slovakia 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 Slovakia decreased at a compound annual growth rate of 3% between 2004 and 2009.

Non-decorative materials sales led the home improvement market with a share of 36.8% in 2009. Home improvement and gardening supplies 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 Slovakia

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

## Contents

### **DATAMONITOR VIEW**

Catalyst  
Summary  
Methodology

### **HOME IMPROVEMENT RETAIL SALES OVERVIEW**

Home improvement retail market definition  
Home improvement sales overview  
Home improvement retail sales value, 2004–09  
Home improvement retail sales value, 2009–14

### **HOME IMPROVEMENT MARKET SEGMENTATION**

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

### **HOME IMPROVEMENT SALES ANALYSIS BY KEY RETAIL FORMATS**

Retail format definitions  
Home improvement sales analysis by key retail formats, overview  
Home improvement sales analysis by key retail formats actual, 2004–09  
Home improvement sales analysis by key retail formats forecast, 2009–14

### **DECORATIVE MATERIALS SALES ANALYSIS BY KEY RETAIL FORMATS**

Decorative materials sales analysis by key retail formats, overview  
Decorative materials sales analysis by key retail formats actual, 2004–09  
Decorative materials sales analysis by key retail formats forecast, 2009–14

### **ELECTRICAL HARDWARE ANALYSIS BY KEY RETAIL FORMATS**

Electrical hardware sales analysis by key retail formats, overview  
Electrical hardware sales analysis by key retail formats actual, 2004–09  
Electrical hardware sales analysis by key retail formats forecast, 2009–14

## **HARDWARE ANALYSIS BY KEY RETAIL FORMATS**

Hardware sales analysis by key retail formats, overview

Hardware sales analysis by key retail formats actual, 2004–09

Hardware sales analysis by key retail formats forecast, 2009–14

## **NON-DECORATIVE MATERIALS ANALYSIS BY KEY RETAIL FORMATS**

Non-decorative materials sales analysis by key retail formats, overview

Non-decorative materials sales analysis by key retail formats actual, 2004–09

Non-decorative materials sales analysis by key retail formats forecast, 2009–14

## **TOOLS ANALYSIS BY KEY RETAIL FORMATS**

Tools sales analysis by key retail formats, overview

Tools sales analysis by key retail formats actual, 2004–09

Tools sales analysis by key retail formats forecast, 2009–14

## **APPENDIX**

Methodology

Related research

Datamonitor consulting

Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Slovakia, sales of home improvement, value (\$m), 2004–14

Figure 2: Slovakia, sales of home improvement, value (\$m), 2004–09

Figure 3: Slovakia, forecast sales of home improvement, value (\$m), 2009–14

Figure 4: Slovakia, sales of home improvement, value break down by category (%), 2009

Figure 5: Slovakia, sales of home improvement, value break down by category (\$m), 2004–09

Figure 6: Slovakia, sales of home improvement, value break down by category (%), 2014

Figure 7: Slovakia, forecast sales of home improvement, value break down by category (\$m), 2009–14

Figure 8: Slovakia, home improvement, revenue split by key retail formats (%), 2009

Figure 9: Slovakia, decorative materials, revenue split by key retail formats (%), 2009

Figure 10: Slovakia, electrical hardware, revenue split by key retail formats (%), 2009

Figure 11: Slovakia, hardware, revenue split by key retail formats (%), 2009

Figure 12: Slovakia, non-decorative materials, revenue split by key retail formats (%), 2009

Figure 13: Slovakia, tools, revenue split by key retail formats (%), 2009

## List Of Tables

### LIST OF TABLES

Table 1: Home improvement retail market definition

Table 2: Slovakia, sales of home improvement, value (\$m), 2004–14

Table 3: Slovakia, sales of home improvement, value (\$m and SKKm), 2004–09

Table 4: Slovakia, forecast sales of home improvement, value (\$m and SKKm), 2009–14

Table 5: Slovakia, sales of home improvement, value break down by category (\$m), 2004–09

Table 6: Slovakia, forecast sales of home improvement, 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: Slovakia, home improvement, revenues split by key retail formats (\$m), 2004–09

Table 11: Slovakia, home improvement forecast, revenues split by key retail formats (\$m), 2009–14

Table 12: Slovakia, decorative materials, revenues split by key retail formats (\$m), 2004–09

Table 13: Slovakia, decorative materials forecast, revenues split by key retail formats (\$m), 2009–14

Table 14: Slovakia, electrical hardware, revenues split by key retail formats (\$m), 2004–09

Table 15: Slovakia, electrical hardware forecast, revenues split by key retail formats (\$m), 2009–14

Table 16: Slovakia, hardware, revenues split by key retail formats (\$m), 2004–09

Table 17: Slovakia, hardware forecast, revenues split by key retail formats (\$m), 2009–14

Table 18: Slovakia, non-decorative materials, revenues split by key retail formats (\$m), 2004–09

Table 19: Slovakia, non-decorative materials forecast, revenues split by key retail formats (\$m), 2009–14

Table 20: Slovakia, tools, revenues split by key retail formats (\$m), 2004–09

Table 21: Slovakia, tools forecast, revenues split by key retail formats (\$m), 2009–14

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