

Homewares Sales via Key Retail Formats in Portugal to 2014

<https://marketpublishers.com/r/H73039C50E0EN.html>

Date: March 2011

Pages: 33

Price: US\$ 495.00 (Single User License)

ID: H73039C50E0EN

Abstracts

Introduction

Datamonitor's 'Homewares Sales via Key Retail Formats in Portugal to 2014' databook provides market value data for four key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

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

Market value of categories which include textiles and soft furnishings, home hardware, window dressings and lighting

Current and forecast analysis of sales via major retail channels

in the homewares market as well as its sub-categories

Highlights

Homewares retail sales in Portugal increased at a compound annual growth rate of 2.8% between 2004 and 2009.

Home hardware sales led the homewares market with a share of 61.4% in 2009. Home

furniture and homewares retailers were the leading retail format for home hardware 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 homewares market in Portugal

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

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