

Akzo Nobel NV in Home and Garden (World)

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Abstracts

Sustainability takes centre stage in Akzo Nobel NV's global operations, from its new manufacturing facility in Ashington, UK to its commitment to offering its customers eco-premium products (e.g. water-based, lower VOC and energy conserving etc.). The company's expansion into Asia and the Middle East is expected to boost future growth prospects, however, Akzo Nobel NV also faces uncertainty in the form of post-Brexit scenarios.

Euromonitor International's Akzo Nobel NV in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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