

Can Laura Ashley Blossom Again?

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Abstracts

Home furnishings and fashion retailer Laura Ashley has announced the closure of a further 40 stores in the UK. Faced with the challenging retail environment on the British high street, Laura Ashley has chosen to cut its losses and focus on its most profitable stores. However, the company intends to expand the size of its remaining stores – a curious move at a time when its competitors are experimenting with smaller-format stores.

Euromonitor International's Can Laura Ashley Blossom Again? global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

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

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

Why buy this report?

Get a detailed picture of the Home and Garden market;

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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