

Competitor Strategies in Home and Garden

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Abstracts

Acquisitions are focusing on reacting to shifts in demand or increasing capabilities in sustainability, which is now a key planning priority, giving glimpses of how brands will meet 2030 goals. Cross-industry efforts to attract new DIYers are spreading geographically. The cost of living crisis is impacting incomes and shifting the meaning of “value”, while obsolescence is being rejected. Fulfilment and online sales experiences continue as priorities, as the era of retail media begins.

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Euromonitor International's Competitor Strategies in Home and Garden 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: Home Improvement and Gardening, Homewares and Home Furnishings.

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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