

Compo GmbH & Co KG in Home and Garden (World)

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Abstracts

Compo GmbH & Co KG is the result of the 2011 sale to private equity player, Triton, of the Compo brand by K+S Aktiengesellschaft. Compo's proposed acquisition of fellow European player Terrasan will likely see it expand into new markets. At present however, the company is faced with weak growth prospects in its primary market, Western Europe.

Euromonitor International's Compo GmbH & Co KG 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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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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