

# DIY, Home Improvement and Garden Centres in Chile

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## Abstracts

The earthquake occurred in February 2010 and the high economic growth will continue impacting the category. During 2010, most efforts focused on emergency housing reconstruction, while during 2011 programmes were activated around permanent housing construction, which boosted sales of building materials. Additionally, the high economic growth seen in 2010/2011 boosted sales of the home improvement category because people have a larger budget to improve their homes.

Euromonitor International's DIY, Home Improvement and Garden Centres in Chile report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Chained Forecourt Retailers, Independent Forecourt Retailers.

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

## Why buy this report?

Get a detailed picture of the DIY, Home Improvement and Garden Centres 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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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