

DIY, Home Improvement and Garden Centres in Canada

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Abstracts

As the economy in Canada remains on shaky ground and the housing market saw a slowdown in the number of housing starts, consumers are reluctant to invest into major purchases and renovate. Additionally, to drive customer traffic in view of slow recovery and a high degree of competition, many retailers turned to aggressive pricing and discounts to encourage consumers, which resulted in underperforming value. In 2011 sales saw a current value terms decline of 2% to total C\$29.4 billion.

Euromonitor International's DIY, Home Improvement and Garden Centres in Canada 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.

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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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