

# Evolving Paths to Purchase in Homewares and Home Furnishings

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## Abstracts

Homewares and home furnishings retailers continue to adapt to key drivers, such as urbanisation, hyperconnectivity and demographic shifts. Rapid urbanisation in India has resulted in e-commerce players offering furniture rental services to city-dwelling millennials. Meanwhile, online mattress company, Casper, has begun trialling pop-up stores in metro areas. Ikea has announced a collaboration with Virgil Abloh to target millennials, and also acquired TaskRabbit, a gig-economy start-up, in 2017.

Euromonitor International's Evolving Paths to Purchase in Homewares and Home Furnishings 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.

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.

## Contents

Introduction  
Evolving Path to Purchase  
Leading Regions and Markets  
Urbanisation  
Hyperconnected Consumers  
HYPERCONNECTED CONSUMERS  
Demographic Shifts  
DEMOGRAPHIC SHIFTS  
Where to Play Analysis  
Report Definitions

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