

Global Overview on Decorative Paint: West to East

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Date: July 2016

Pages: 46

Price: US\$ 1,325.00 (Single User License)

ID: GEC2AA9289AEN

Abstracts

Consumers in the Asia Pacific region are the main drivers of growth in global volume sales of decorative paint, with India emerging as a particularly strategic market. Elsewhere, demand remains relatively subdued, but a revival in consumer confidence and stronger housing markets are driving a recovery. This is particularly the case in North America, where the rate of new household formation has accelerated sharply as the labour market has strengthened.

Euromonitor International's Global Overview on Decorative Paint: West to East 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.

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