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Home Improvement in Asia Pacific

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Abstracts

Asia Pacific is the largest global market for home improvement in value terms and was the fastest growing region over 2013-2018. While sluggish property development can contribute to a slowdown in the segment, lifestyle changes such as single-person households and rising consumer affluence can mitigate the impact of a slowdown. Innovation and product differentiation enable further premiumisation and remain key to brand growth.

Euromonitor International's Home Improvement in Asia Pacific 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

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.

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