

Home Improvement and Gardening Global Industry Overview

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Date: July 2021

Pages: 39

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

ID: HA32CCF4BB8CEN

Abstracts

Home seclusion brought on by the 2020 global pandemic has renewed consumer interest in home improvement and gardening as both a means to improve the function of the home and as a form of recreation. However, a tepid industry response to changing consumer demands may see much growth potential go unmet. However, as industry sales recover alongside gradual reopening, dynamic change is forecast for the industry's competitive landscape with new commercial opportunities for savvy players.

Euromonitor International's Home Improvement and Gardening Global Industry Overview 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: Home Improvement and Gardening, Homewares and Home Furnishings.

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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