

Home Improvement and Gardening Stores in Norway

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Abstracts

The financial turmoil in Europe has culminated in low interest rates in Norway, which encouraged consumers to buy and upgrade their properties. According to a Kairos Future research trend report, housing has become a new status symbol for Norwegians. Norwegians spent NOK53.3 billion on renovations in 2011, which represents NOK24,000 per person. Additionally, Norwegians spend more of their income on renovations than neighbouring countries, which helped to boost sales of home improvement and...

Euromonitor International's Home Improvement and Gardening Stores in Norway 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 Home Improvement and Gardening Stores 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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