

# Home Improvement and Gardening Stores in Portugal

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## Abstracts

In a paradoxical way, the Portuguese economic crunch had a positive impact on home improvement and gardening stores. The diminishing housing market led some consumers to improve their existing homes rather than move, especially as there was also a decline in new-builds. Moreover, the economic downturn reinforced the cocooning trend, which meant that consumers spent more time at home, and became more aware of their surroundings. Thus, Portuguese consumers improved their homes and gardens to make...

Euromonitor International's Home Improvement and Gardening Stores in Portugal 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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