

Home and Garden in 2016: New Insights and System Refresher

<https://marketpublishers.com/r/H1AD5B5866AEN.html>

Date: September 2016

Pages: 29

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

ID: H1AD5B5866AEN

Abstracts

Sales of home and garden references continue posting positive growth at global level driven by a strong performance in China and India, paired with a timid recovery in key Western European markets. With global sales over US\$965 billion, home and garden posted 3% growth in 2015, with China alone contributing with 36% of global value gained. Increasing urbanisation, smaller living spaces, and increasing digital distribution are driving the agenda of manufacturers and retailers worldwide.

Euromonitor International's Home and Garden in 2016: New Insights and System Refresher 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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