

# Home and Garden in Russia

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## Abstracts

COVID-19 was a further challenge to the already troubled Russian economy in 2020 and it especially impacted purchasing power among the population. Purchasing power has in fact been declining since 2014-2015, thus eroding the general potential of home and garden products in the country.

Euromonitor International's Home and Garden in Russia report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2025 illustrate how market demand is expected to evolve in the medium-term

**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.

## Contents

### EXECUTIVE SUMMARY

COVID-19 impact on home and garden

COVID-19 country impact

Company response

Retailing shift

What next for home and garden?

### MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2015-2020

Table 2 Sales of Home and Garden by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Home and Garden: % Value 2016-2020

Table 4 LBN Brand Shares of Home and Garden: % Value 2017-2020

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2015-2020

Table 6 Distribution of Home and Garden by Format: % Value 2015-2020

Table 7 Distribution of Home and Garden by Format and Category: % Value 2020

Table 8 Forecast Sales of Home and Garden by Category: Value 2020-2025

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2020-2025

### GLOBAL MACROECONOMIC ENVIRONMENT

### GLOBAL INDUSTRY ENVIRONMENT

### DISCLAIMER

### SOURCES

Summary 1 Research Sources

### KEY DATA FINDINGS

### 2020 IMPACT

Many Russians renovate their summerhouses amid lockdown

Online purchases gaining ground fast

Husqvarna has the edge in crowded gardening landscape

### RECOVERY AND OPPORTUNITIES

Gardening to remain boosted in the short term

Cheaper gardening products to lead sales growth

International brands have reputation advantage for non-basic products

### CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2015-2020

Table 11 Sales of Gardening by Category: % Value Growth 2015-2020

Table 12 NBO Company Shares of Gardening: % Value 2016-2020

Table 13 LBN Brand Shares of Gardening: % Value 2017-2020

Table 14 Distribution of Gardening by Format: % Value 2015-2020

Table 15 Forecast Sales of Gardening by Category: Value 2020-2025

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2020-2025

#### KEY DATA FINDINGS

##### 2020 IMPACT

Home office furniture and outdoor living stand out but cannot prevent overall decline

Lower-cost essentials and versatile solutions increasingly favoured

Another year of consolidation for Ikea

##### RECOVERY AND OPPORTUNITIES

Swift recovery not a given

LED lamps to shine brightest over forecast period

Strengthening price-competition leaving less room for premium ranges

##### CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2015-2020

Table 18 Sales of Home Furnishings by Category: % Value Growth 2015-2020

Table 19 NBO Company Shares of Home Furnishings: % Value 2016-2020

Table 20 LBN Brand Shares of Home Furnishings: % Value 2017-2020

Table 21 LBN Brand Shares of Light Sources: % Value 2017-2020

Table 22 Distribution of Home Furnishings by Format: % Value 2015-2020

Table 23 Forecast Sales of Home Furnishings by Category: Value 2020-2025

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2020-2025

#### KEY DATA FINDINGS

##### 2020 IMPACT

Performance limited by economic turbulence

Decorative paint outstripping wallpaper

Interskol challenging the internationals in power tools

##### RECOVERY AND OPPORTUNITIES

Further value sales deceleration ahead for home improvement

Cordless power tools losing momentum as consumers spend less

Investing in a domestic presence likely to yield results as competition intensifies

##### CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2015-2020

Table 26 Sales of Home Improvement by Category: % Value Growth 2015-2020

Table 27 NBO Company Shares of Home Improvement: % Value 2016-2020

Table 28 LBN Brand Shares of Home Improvement: % Value 2017-2020

Table 29 Distribution of Home Improvement by Format: % Value 2015-2020

Table 30 Forecast Sales of Home Improvement by Category: Value 2020-2025

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2020-2025

#### KEY DATA FINDINGS

## 2020 IMPACT

Consumers cut back further on homewares as COVID-19 hits budgets

Purchases postponed wherever possible

Economy options ever more important

## RECOVERY AND OPPORTUNITIES

Sales recovery is tentative

Some premiumisation potential nevertheless remains

E-commerce influence to increase further in homewares

## CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2015-2020

Table 33 Sales of Homewares by Category: % Value Growth 2015-2020

Table 34 Sales of Homewares by Material: % Value 2015-2020

Table 35 NBO Company Shares of Homewares: % Value 2016-2020

Table 36 LBN Brand Shares of Homewares: % Value 2017-2020

Table 37 Distribution of Homewares by Format: % Value 2015-2020

Table 38 Forecast Sales of Homewares by Category: Value 2020-2025

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2020-2025

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