

Home and Garden in Russia

<https://marketpublishers.com/r/H497F27E757EN.html>

Date: May 2021

Pages: 45

Price: US\$ 2,100.00 (Single User License)

ID: H497F27E757EN

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.

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