

Home and Garden: New Insights and System Refresher

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Abstracts

With the launch of Passport: Home and Garden 2013ed, this primer takes a look at just a few of the key insights emerging from the new data to whet your appetite. It also includes a brief overview of what makes up the Passport: Home and Garden system, giving you a quick refresher on the comprehensive data and report coverage available.

Euromonitor International's Home and Garden: 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.

Contents

Home and Garden: New Insights and System Refresher
Euromonitor International
September 2013
Home and Garden
New Insights
System Refresher

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