

Home and Garden Specialist Retailers in Italy

<https://marketpublishers.com/r/H0640ABBAFDEN.html>

Date: March 2022

Pages: 55

Price: US\$ 990.00 (Single User License)

ID: H0640ABBAFDEN

Abstracts

Home and garden specialist retailers performed better than many other categories in Italian retailing in 2020 during the Coronavirus (COVID-19) pandemic. Despite the upheaval of the public health crisis, consumers in Italy had much more time at home due to the strict national lockdown periods in the country. This fostered a greater interest in home and garden products as consumers had more time to dedicate to horticulture and improvement projects. During the national lockdown, therefore, home an...

Euromonitor International's Home and Garden Specialist Retailers in Italy 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.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores.

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 Specialist Retailers 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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