

# Home Products Specialists in Italy

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## Abstracts

Despite the greater return to the workplace, school and outdoor socialising in Italy since an easing of restrictions, many local consumers remained more home-centred than in the pre-pandemic period and continued to spend on home and garden improvements in 2022. As many Italian consumers discovered or rediscovered a passion for home and garden improvement projects during the lockdowns, the potential consumer base for home products specialists expanded. Importantly, the new home and garden skills Euromonitor International's Home Products Specialists 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, Pet Shops and Superstores.

**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 Products Specialists 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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