

# Home Furnishings in Ukraine

<https://marketpublishers.com/r/H465ECC2E9CEN.html>

Date: May 2021

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: H465ECC2E9CEN

## Abstracts

Home and garden benefitted from COVID-19 and none more so than home furnishings. The pandemic forced people to stay at home, leading consumers to revalue the home environment. However, there were certain products that benefitted more than others and gas barbecues registered the highest current value growth. With food service outlets closed for parts of the year, people indulged themselves by eating barbecues in their gardens instead. However, the growth was from a low base, as gas barbecues are...

Euromonitor International's Home Furnishings in Ukraine 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:** Indoor Living, Lighting, Outdoor Living.

**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 Furnishings 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

### KEY DATA FINDINGS

#### 2020 IMPACT

With people spending large amounts of time at home, they invest in home furnishings

Merx Mobile leverages extensive network to remain in pole position

Competitive prices ensure local companies remain strongly positioned

#### RECOVERY AND OPPORTUNITIES

With a significant cohort of people still working from home over forecast period, consumers invest in making home/work environment comfortable

Strong price sensitivity drives demand for cheaper models

Increasing interest in minimalist design

#### CATEGORY DATA

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

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

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

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

Table 5 LBN Brand Shares of Light Sources: % Value 2017-2020

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

Table 7 Forecast Sales of Home Furnishings by Category: Value 2020-2025

Table 8 Forecast Sales of Home Furnishings by Category: % Value Growth 2020-2025

#### 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 9 Sales of Home and Garden by Category: Value 2015-2020

Table 10 Sales of Home and Garden by Category: % Value Growth 2015-2020

Table 11 NBO Company Shares of Home and Garden: % Value 2016-2020

Table 12 LBN Brand Shares of Home and Garden: % Value 2017-2020

Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2015-2020

Table 14 Distribution of Home and Garden by Format: % Value 2015-2020

Table 15 Distribution of Home and Garden by Format and Category: % Value 2020

Table 16 Forecast Sales of Home and Garden by Category: Value 2020-2025

Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2020-2025

#### GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Home Furnishings in Ukraine

Product link: <https://marketpublishers.com/r/H465ECC2E9CEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H465ECC2E9CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970