

# Homewares in Asia Pacific

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Date: September 2019

Pages: 47

Price: US\$ 1,325.00 (Single User License)

ID: H8473D33614EN

## Abstracts

Asia Pacific is the largest and fastest growing region in homewares, supported by an increasing number of households, rising disposable incomes and a growing middle class. Consumer demand shaped by the pursuit of healthy lifestyles, convenience and aesthetic designs is driving product innovation, including the use of new materials and multifunctionality, pushing premiumisation in kitchen and dining.

Euromonitor International's Homewares in Asia Pacific 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:** 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.

## Contents

Introduction  
Regional Overview  
Leading Companies and Brands  
Forecast Projections  
Country Snapshots

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