

Homewares in Western Europe

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Abstracts

High per capita spend makes Western Europe an attractive region for homewares players, especially as economic conditions are set to improve over 2017-2022. Nonetheless, price-conscious behaviour in the United Kingdom boosts demand for private label products, which in turn stimulates grocery retailers' distribution share within Western Europe. Cocooning trends create growth opportunities for dinnerware and beverage ware as consumers seek to impress friends and family by entertaining at home.

Euromonitor International's Homewares in Western Europe 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.

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