

# Household Goods in Germany

<https://marketpublishers.com/r/H67ED91D703EN.html>

Date: August 2020

Pages: 27

Price: US\$ 660.00 (Single User License)

ID: H67ED91D703EN

## Abstracts

In 2019, growth in household goods production in Germany decelerated slightly compared to the previous year's performance. The slowing in the industry's growth pace was a result of reduced demand for furniture by German real estate purchasers, as well as a worsening situation among toys and games manufacturers, which saw a slowdown after two consecutive years of strong growth. The category continues to lose out to digital alternatives, although the popularity of educational toys in Germany has r...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Household Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Furniture, Imitation Jewellery, Brushes and Other Personal Items, Jewellery and Related Articles, Musical Instruments, Sports Goods, Toys and Games, Watches and Clocks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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