

Housewares in Canada

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Abstracts

One of the key factors impacting on the industry in 2008 was the trend for more Canadians to eat at home than in previous years because of the downturn in the economy. As consumers cut back on eating out and focus more on eating at home, they tend to buy more of the products they need to prepare, cook, store and serve food.

Euromonitor International's Housewares in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2004-2008, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts to 2013 illustrate how the market is set to change.

Product coverage: Cookware, Cutlery, Glassware, Kitchenware, Tableware and crockery.

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

Why buy this report?

Get a detailed picture of the Housewares 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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Definitions

Housewares and Home Furnishings

Housewares

Home Furnishings

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