

Housewares in Italy

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Abstracts

The overall contraction of consumption became more severe over the review period as the international economic crisis worsened and Italian consumers became less confident, so the retail sales of housewares as a whole grew at a modest CAGR of 0.2% over the review period.

Euromonitor International's Housewares in Italy 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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