

# Husqvarna AB in Home and Garden (World)

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## Abstracts

Second ranked global gardening player, Husqvarna AB, is well positioned to take advantage of key megatrends, including connected consumers (via smart home products) and ethical living/sustainability (via battery powered gardening products). The company's Husqvarna and Gardena brands hold market leadership positions in watering, lawnmowers and gardening power tools, but the challenges lie in convincing US consumers to adopt robotic lawn mowers, and adapting to rising urbanisation.

Euromonitor International's Husqvarna AB in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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.

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