

Ikea Explores E-commerce, The Smart Home and Sustainability in Australia

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Abstracts

Ikea has been present in Australia for over 40 years, however, the multinational homewares and home furnishings retailer is ramping up its local offering. Ikea Pty Ltd ("Ikea Australia") is on track to open three new distribution centres by the end of 2018, which the retailer hopes will boost e-commerce sales. Also introduced in 2018 is Ikea Australia's pilot take-back scheme, offering customers the opportunity to return unwanted furniture items.

Euromonitor International's Ikea Explores E-commerce, The Smart Home and Sustainability in Australia 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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