

Is DIY Defunct? How Hyperconnectivity, Do-It-For-Me and Urbanisation are Transforming Home Improvement

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Abstracts

Hyperconnectivity, Do-It-For-Me behaviour and urbanisation will impact the home improvement and gardening industry in the future. Hyperconnectivity demands an omnichannel response from manufacturers and retailers, while urbanisation will lead to apartment living, meaning fewer and smaller gardens. However, opportunities still abound for home improvement and gardening players via augmented reality, smart home technology and turn-key solutions.

Euromonitor International's Is DIY Defunct? How Hyperconnectivity, Do-It-For-Me and Urbanisation are Transforming Home Improvement 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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