

Millennials: Selling Home and Garden to Generation Rent

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Abstracts

In 2018, the last of the millennial generation will be reaching their mid-20s. This generation possesses characteristics distinct from Baby Boomers and Generation X, having grown up in a digital-first world. However, millennials face a sea of challenges as they step into adulthood. This report explores the opportunities that home and garden retailers and manufacturers can tap into to win the hearts and wallets of the most connected and educated generation in history.

Euromonitor International's Millennials: Selling Home and Garden to Generation Rent 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.

Contents

Introduction

Millennials and Homes

What Millennials Want

Targeting Millennials in Home and Garden

Case Studies

Key Takeaways

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