

# Online Disruptors in Home and Garden

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## Abstracts

Internet retailing was the fastest growing home and garden distribution channel over 2012-2017. Pure play online retailers continue to disrupt home and garden, wresting market share away from store-based retailers. Store-based players are, however, fighting back with augmented reality and virtual reality technologies. Home and garden retailers continue to face rising delivery and logistics costs, and are thus increasingly adopting click-and-collect strategies.

Euromonitor International's Online Disruptors in Home and Garden 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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