

# Power Tools: Category Overview

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## Abstracts

Power tools suffered from sluggish sales in the review period, despite significant product innovations and improvements. This was due to the products' dependence on macroeconomic conditions, which have been highly volatile since 2008. Key markets such as the US are expected to see a positive development in the property market, which should propel some growth in power tools. Other regions remain tough, with ongoing austerity in Europe and cooling down in emerging markets.

Euromonitor International's Power Tools: Category Overview 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

Socio-economic Drivers

Innovation and Consumers

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Regional Analysis

Competitive Analysis

Channel Analysis

Forecasts

R eport Definitions

Report Definitions

Notes

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