

Renovation Revival in Western Europe: Bathrooms and Kitchens the Top Priorities

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Abstracts

Falling interest rates, the levelling out of house prices and weak forecast construction activity are likely to boost renovation activity in future, representing good news for Western Europe's DIY industry. Renovations of bathrooms and kitchens are the top priorities for consumers. The key to attracting time-poor urban millennials might be direct-to-consumer brands, whereas the store remains core for Generation X and Baby Boomers, who may live in suburban areas.

Euromonitor International's Renovation Revival in Western Europe: Bathrooms and Kitchens the Top Priorities 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: Home Improvement and Gardening, Homewares and Home Furnishings.

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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