

Self-Care at Home

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Abstracts

Self-care at home, as an aspect of the wellness trend, needs to be evaluated as a strategic planning priority as this will sit alongside sustainability long term as a core value pillar. This topic accelerated over the pandemic and keeps accelerating as an emotive counter-reaction inside the home to the instability and lack of control experienced outside of the home. Self-care is driving premium innovations, and this is one of few ways to credibly bond and create value emotionally with consumers.

Euromonitor International's Self-Care at Home 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.

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