

Tikkurila Oyj in Home and Garden (World)

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Abstracts

Although Tikkurila ranks relatively low in the global home paint market, the company has built a strong presence in Eastern and Northern Europe, alongside recent expansion in the Baltic and Balkan regions. With reduced demand and higher raw material costs challenging revenue growth in several of its markets, Tikkurila is pursuing a number of strategies to strengthen its present position and leverage a strong local reputation to prevent encroachment from larger global competitors.

Euromonitor International's Tikkurila Oyj in Home and Garden (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home and Garden market. The report examines the company's performance by region and category, its brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success

Product coverage: Gardening, Home Furnishings, Home Improvement, Homewares.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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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