

Tupperware Brands Corp in Home and Garden (World)

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Abstracts

Tupperware is one of the most well-known homewares companies in the world, with a brand that has grown synonymous with plastic food storage among consumers. This report focuses on the challenges that the company is facing in updating its traditional direct selling strategy for the digital age, and the opportunities in emerging markets and categories that can invigorate its growth in the mature homewares industry.

Euromonitor International's Tupperware Brands Corp 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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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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