

World Market for Home Improvement and Gardening

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Date: October 2023

Pages: 75

Price: US\$ 1,325.00 (Single User License)

ID: W3B2D8BF430AEN

Abstracts

The cost-of-living crisis harmed big-ticket and larger renovations, ending the home improvement boom and resetting demand. DIY activity fell below 2019 levels, whilst gardening retained demand due to the grow-your-own food trend and bringing more nature into the home linked to wellness. Strategic efforts focus on nurturing new DIYer engagement, optimising compact store formats with reduced dependence on labour, expanding private label and accelerating sector-wide sustainable retail initiatives.

Euromonitor International's World Market for Home Improvement and Gardening 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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