

# Zwilling JA Henckels AG in Home and Garden (World)

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## Abstracts

Zwilling JA Henckels AG is a homewares manufacturer, with most of its business focused on Western Europe and Asia Pacific. The company is in a good position to gain from market momentum in emerging Asia Pacific markets, such as China, where growth in cookware and cutlery will be supported by the expansion of urban households and the growing middle class.

Euromonitor International's Zwilling JA Henckels AG 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:** 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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