

# Global Home & Garden Products Industry Profile & Value Chain Analysis

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## Abstracts

Global Home & Garden Products Industry Profile & Value Chain Analysis

### SUMMARY

Global home & garden products industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global home & garden products market value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include materials, production, retail and end-users.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global home & garden products market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The home & garden products market consists of gardening and outdoor living products, home improvement products, and homewares. Gardening and outdoor living includes garden buildings, manual and electric garden tools, garden utensils, outdoor living

products (garden furniture, barbecues, ornaments), and plants and growing media (bulbs, compost, domestic fertilizer, flowering plants, seeds, shrubs and trees).

Home improvement includes retail (not trade) sales of decorating materials (paint, varnish, wall tiles, wallpaper), Electricals hardware (alarms, light fittings, plugs, switches), hardware (brackets, locks, nails, bolts, nuts, etc.), other materials (adhesive, aggregates, boards, cement, doors, window frames, glass, bricks, timber, etc.), and manual and power tools. Homewares includes retail sales of home hardware (crockery, cutlery, glassware, rubbish bins, storage, mechanical utensils and home devices e.g. scales), lamps and lampshades, textiles and soft furnishings (bathroom textiles, beddings, cushions, futons, hammocks, mattresses, table linen, furniture covers, doormats), and window dressings (blinds, curtain poles, rails, curtains, hooks)

The global home & garden products market grew by 5% in 2017 to reach a value of \$1,436 billion.

Home improvement is the largest segment of the global home & garden products market, accounting for 52.8% of the market's total value.

In 2022, the global home & garden products market is forecast to have a value of \$1,850.8 billion, an increase of 28.9% since 2017.

The production of home & garden products is dominated by the major retail chains thanks to extensive backwards integration

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the global home & garden products market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global home & garden products market

Leading company profiles reveal details of key home & garden products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global home & garden products market with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global home & garden products market value/supply chain

See examples of companies active at each stage of the global home & garden products market value/supply chain

Examine trends and burning issues impacting the global home & garden products market value/supply chain

## **REASONS TO BUY**

What was the size of the global home & garden products market by value in 2017?

What will be the size of the global home & garden products market in 2022?

What factors are affecting the strength of competition in the global home & garden products market?

How has the market performed over the last five years?

How large is the global home & garden products market in relation to its regional counterparts?

Who are the top competitors in the global home & garden products market?

What are the key stages and sub-stages of the global home & garden products market value/supply chain?

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