

# Home & Garden Products Global Industry Almanac 2014-2023

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## Abstracts

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### SUMMARY

Global Home & Garden Products industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

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

### 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). Any currency conversions calculated using constant annual average 2018 exchange rates.

The global home & garden products market had total revenues of \$1,554.9bn in 2018, representing a compound annual growth rate (CAGR) of 5.5% between 2014 and 2018.

The home improvement segment was the market's most lucrative in 2018, with total revenues of \$822.2bn, equivalent to 52.9% of the market's overall value.

Fast growing markets such as China, India, and North America will continue to boost growth as consumers spend more on all three segments of this market.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, 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

## REASONS TO BUY

What was the size of the global home & garden products market by value in 2018?

What will be the size of the global home & garden products market in 2023?

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?

What are the main segments that make up the global home & garden products market?

## Contents

- 1. EXECUTIVE SUMMARY**
- 2. INTRODUCTION**
- 3. GLOBAL HOME & GARDEN PRODUCTS**
- 4. HOME & GARDEN PRODUCTS IN ASIA-PACIFIC**
- 5. HOME & GARDEN PRODUCTS IN EUROPE**
- 6. HOME & GARDEN PRODUCTS IN FRANCE**
- 7. HOME & GARDEN PRODUCTS IN GERMANY**
- 8. HOME & GARDEN PRODUCTS IN AUSTRALIA**
- 9. HOME & GARDEN PRODUCTS IN BRAZIL**
- 10. HOME & GARDEN PRODUCTS IN CANADA**
- 11. HOME & GARDEN PRODUCTS IN CHINA**
- 12. HOME & GARDEN PRODUCTS IN INDIA**
- 13. HOME & GARDEN PRODUCTS IN INDONESIA**
- 14. HOME & GARDEN PRODUCTS IN ITALY**
- 15. HOME & GARDEN PRODUCTS IN JAPAN**
- 16. HOME & GARDEN PRODUCTS IN MEXICO**
- 17. HOME & GARDEN PRODUCTS IN THE NETHERLANDS**
- 18. HOME & GARDEN PRODUCTS IN NORTH AMERICA**

- 19. HOME & GARDEN PRODUCTS IN RUSSIA**
- 20. HOME & GARDEN PRODUCTS IN SCANDINAVIA**
- 21. HOME & GARDEN PRODUCTS IN SINGAPORE**
- 22. HOME & GARDEN PRODUCTS IN SOUTH AFRICA**
- 23. HOME & GARDEN PRODUCTS IN SOUTH KOREA**
- 24. HOME & GARDEN PRODUCTS IN SPAIN**
- 25. HOME & GARDEN PRODUCTS IN TURKEY**
- 26. HOME & GARDEN PRODUCTS IN THE UNITED KINGDOM**
- 27. HOME & GARDEN PRODUCTS IN THE UNITED STATES**
- 28. COMPANY PROFILES**
- 29. APPENDIX**

## List Of Tables

### LIST OF TABLES

Table 1: Global home & garden products market value: \$ billion, 2014-18

Table 2: Global home & garden products market category segmentation: \$ billion, 2018

Table 3: Global home & garden products market geography segmentation: \$ billion, 2018

Table 4: Global home & garden products market distribution: % share, by value, 2018

Table 5: Global home & garden products market value forecast: \$ billion, 2018-23

Table 6: Global size of population (million), 2014-18

Table 7: Global gdp (constant 2005 prices, \$ billion), 2014-18

Table 8: Global gdp (current prices, \$ billion), 2014-18

Table 9: Global inflation, 2014-18

Table 10: Global consumer price index (absolute), 2014-18

Table 11: Global exchange rate, 2014-18

Table 12: Asia-Pacific home & garden products market value: \$ billion, 2014-18

Table 13: Asia-Pacific home & garden products market category segmentation: \$ billion, 2018

Table 14: Asia-Pacific home & garden products market geography segmentation: \$ billion, 2018

Table 15: Asia-Pacific home & garden products market distribution: % share, by value, 2018

Table 16: Asia-Pacific home & garden products market value forecast: \$ billion, 2018-23

Table 17: Europe home & garden products market value: \$ billion, 2014-18

Table 18: Europe home & garden products market category segmentation: \$ billion, 2018

Table 19: Europe home & garden products market geography segmentation: \$ billion, 2018

Table 20: Europe home & garden products market distribution: % share, by value, 2018

Table 21: Europe home & garden products market value forecast: \$ billion, 2018-23

Table 22: Europe size of population (million), 2014-18

Table 23: Europe gdp (constant 2005 prices, \$ billion), 2014-18

Table 24: Europe gdp (current prices, \$ billion), 2014-18

Table 25: Europe inflation, 2014-18

Table 26: Europe consumer price index (absolute), 2014-18

Table 27: Europe exchange rate, 2014-18

Table 28: France home & garden products market value: \$ billion, 2014-18

Table 29: France home & garden products market category segmentation: \$ billion,

2018

Table 30: France home & garden products market geography segmentation: \$ billion, 2018

Table 31: France home & garden products market distribution: % share, by value, 2018

Table 32: France home & garden products market value forecast: \$ billion, 2018-23

Table 33: France size of population (million), 2014-18

Table 34: France gdp (constant 2005 prices, \$ billion), 2014-18

Table 35: France gdp (current prices, \$ billion), 2014-18

Table 36: France inflation, 2014-18

Table 37: France consumer price index (absolute), 2014-18

Table 38: France exchange rate, 2014-18

Table 39: Germany home & garden products market value: \$ billion, 2014-18

Table 40: Germany home & garden products market category segmentation: \$ billion, 2018

Table 41: Germany home & garden products market geography segmentation: \$ billion, 2018

Table 42: Germany home & garden products market distribution: % share, by value, 2018

Table 43: Germany home & garden products market value forecast: \$ billion, 2018-23

Table 44: Germany size of population (million), 2014-18

Table 45: Germany gdp (constant 2005 prices, \$ billion), 2014-18

Table 46: Germany gdp (current prices, \$ billion), 2014-18

Table 47: Germany inflation, 2014-18

Table 48: Germany consumer price index (absolute), 2014-18

Table 49: Germany exchange rate, 2014-18

Table 50: Australia home & garden products market value: \$ million, 2014-18

Table 51: Australia home & garden products market category segmentation: \$ million, 2018

Table 52: Australia home & garden products market geography segmentation: \$ million, 2018

Table 53: Australia home & garden products market distribution: % share, by value, 2018

Table 54: Australia home & garden products market value forecast: \$ million, 2018-23

Table 55: Australia size of population (million), 2014-18

Table 56: Australia gdp (constant 2005 prices, \$ billion), 2014-18

Table 57: Australia gdp (current prices, \$ billion), 2014-18

Table 58: Australia inflation, 2014-18

Table 59: Australia consumer price index (absolute), 2014-18

Table 60: Australia exchange rate, 2014-18





## List Of Figures

### LIST OF FIGURES

Figure 1: Global home & garden products market value: \$ billion, 2014-18

Figure 2: Global home & garden products market category segmentation: % share, by value, 2018

Figure 3: Global home & garden products market geography segmentation: % share, by value, 2018

Figure 4: Global home & garden products market distribution: % share, by value, 2018

Figure 5: Global home & garden products market value forecast: \$ billion, 2018-23

Figure 6: Forces driving competition in the global home & garden products market, 2018

Figure 7: Drivers of buyer power in the global home & garden products market, 2018

Figure 8: Drivers of supplier power in the global home & garden products market, 2018

Figure 9: Factors influencing the likelihood of new entrants in the global home & garden products market, 2018

Figure 10: Factors influencing the threat of substitutes in the global home & garden products market, 2018

Figure 11: Drivers of degree of rivalry in the global home & garden products market, 2018

Figure 12: Asia-Pacific home & garden products market value: \$ billion, 2014-18

Figure 13: Asia-Pacific home & garden products market category segmentation: % share, by value, 2018

Figure 14: Asia-Pacific home & garden products market geography segmentation: % share, by value, 2018

Figure 15: Asia-Pacific home & garden products market distribution: % share, by value, 2018

Figure 16: Asia-Pacific home & garden products market value forecast: \$ billion, 2018-23

Figure 17: Forces driving competition in the home & garden products market in Asia-Pacific, 2018

Figure 18: Drivers of buyer power in the home & garden products market in Asia-Pacific, 2018

Figure 19: Drivers of supplier power in the home & garden products market in Asia-Pacific, 2018

Figure 20: Factors influencing the likelihood of new entrants in the home & garden products market in Asia-Pacific, 2018

Figure 21: Factors influencing the threat of substitutes in the home & garden products market in Asia-Pacific, 2018

Figure 22: Drivers of degree of rivalry in the home & garden products market in Asia-Pacific, 2018

Figure 23: Europe home & garden products market value: \$ billion, 2014-18

Figure 24: Europe home & garden products market category segmentation: % share, by value, 2018

Figure 25: Europe home & garden products market geography segmentation: % share, by value, 2018

Figure 26: Europe home & garden products market distribution: % share, by value, 2018

Figure 27: Europe home & garden products market value forecast: \$ billion, 2018-23

Figure 28: Forces driving competition in the home & garden products market in Europe, 2018

Figure 29: Drivers of buyer power in the home & garden products market in Europe, 2018

Figure 30: Drivers of supplier power in the home & garden products market in Europe, 2018

Figure 31: Factors influencing the likelihood of new entrants in the home & garden products market in Europe, 2018

Figure 32: Factors influencing the threat of substitutes in the home & garden products market in Europe, 2018

Figure 33: Drivers of degree of rivalry in the home & garden products market in Europe, 2018

Figure 34: France home & garden products market value: \$ billion, 2014-18

Figure 35: France home & garden products market category segmentation: % share, by value, 2018

Figure 36: France home & garden products market geography segmentation: % share, by value, 2018

Figure 37: France home & garden products market distribution: % share, by value, 2018

Figure 38: France home & garden products market value forecast: \$ billion, 2018-23

Figure 39: Forces driving competition in the home & garden products market in France, 2018

Figure 40: Drivers of buyer power in the home & garden products market in France, 2018

Figure 41: Drivers of supplier power in the home & garden products market in France, 2018

Figure 42: Factors influencing the likelihood of new entrants in the home & garden products market in France, 2018

Figure 43: Factors influencing the threat of substitutes in the home & garden products market in France, 2018

Figure 44: Drivers of degree of rivalry in the home & garden products market in France,

2018

Figure 45: Germany home & garden products market value: \$ billion, 2014-18

Figure 46: Germany home & garden products market category segmentation: % share, by value, 2018

Figure 47: Germany home & garden products market geography segmentation: % share, by value, 2018

Figure 48: Germany home & garden products market distribution: % share, by value, 2018

Figure 49: Germany home & garden products market value forecast: \$ billion, 2018-23

Figure 50: Forces driving competition in the home & garden products market in Germany, 2018

Figure 51: Drivers of buyer power in the home & garden products market in Germany, 2018

Figure 52: Drivers of supplier power in the home & garden products market in Germany, 2018

Figure 53: Factors influencing the likelihood of new entrants in the home & garden products market in Germany, 2018

Figure 54: Factors influencing the threat of substitutes in the home & garden products market in Germany, 2018

Figure 55: Drivers of degree of rivalry in the home & garden products market in Germany, 2018

Figure 56: Australia home & garden products market value: \$ million, 2014-18

Figure 57: Australia home & garden products market category segmentation: % share, by value, 2018

Figure 58: Australia home & garden products market geography segmentation: % share, by value, 2018

Figure 59: Australia home & garden products market distribution: % share, by value, 2018

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