

# Home and Garden Products in Germany

<https://marketpublishers.com/r/H455178A69CEN.html>

Date: January 2020

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: H455178A69CEN

## Abstracts

Home and Garden Products in Germany

### SUMMARY

Home and Garden Products in Germany 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.

### KEY HIGHLIGHTS

The home and 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 German home and garden products market had total revenues of \$80.3bn in 2018, representing a compound annual growth rate (CAGR) of 3.1% between 2014 and 2018.

The home improvement segment was the market's most lucrative in 2018, with total revenues of \$46.6bn, equivalent to 58.1% of the market's overall value.

In comparison to other European countries, such as the UK and France, Germany has experienced higher than average growth in the home and garden products market.

## SCOPE

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

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

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 Germany home & garden products market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Germany's home & garden products market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. Which players have been most successful in the recent past?
- 7.3. What strategies have leading players used over the last year?

## **8 COMPANY PROFILES**

- 8.1. Inter IKEA Holding BV
- 8.2. Bauhaus GmbH & Co KG
- 8.3. Hagebau Trading Co for Baustoffe mbH & Co KG
- 8.4. Tengermann Group

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Germany home & garden products market value: \$ billion, 2014-18
- Table 2: Germany home & garden products market category segmentation: \$ billion, 2018
- Table 3: Germany home & garden products market geography segmentation: \$ billion, 2018
- Table 4: Germany home & garden products market distribution: % share, by value, 2018
- Table 5: Germany home & garden products market value forecast: \$ billion, 2018-23
- Table 6: Inter IKEA Holding BV: key facts
- Table 7: Inter IKEA Holding BV: Key Employees
- Table 8: Bauhaus GmbH & Co KG: key facts
- Table 9: Bauhaus GmbH & Co KG: Key Employees
- Table 10: Hagebau Trading Co for Baustoffe mbH & Co KG: key facts
- Table 11: Hagebau Trading Co for Baustoffe mbH & Co KG: Key Employees
- Table 12: Tengemann Group: key facts
- Table 13: Tengemann Group: Key Employees
- Table 14: Germany size of population (million), 2014-18
- Table 15: Germany gdp (constant 2005 prices, \$ billion), 2014-18
- Table 16: Germany gdp (current prices, \$ billion), 2014-18
- Table 17: Germany inflation, 2014-18
- Table 18: Germany consumer price index (absolute), 2014-18
- Table 19: Germany exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

- Figure 1: Germany home & garden products market value: \$ billion, 2014-18
- Figure 2: Germany home & garden products market category segmentation: % share, by value, 2018
- Figure 3: Germany home & garden products market geography segmentation: % share, by value, 2018
- Figure 4: Germany home & garden products market distribution: % share, by value, 2018
- Figure 5: Germany home & garden products market value forecast: \$ billion, 2018-23
- Figure 6: Forces driving competition in the home & garden products market in Germany, 2018
- Figure 7: Drivers of buyer power in the home & garden products market in Germany, 2018
- Figure 8: Drivers of supplier power in the home & garden products market in Germany, 2018
- Figure 9: Factors influencing the likelihood of new entrants in the home & garden products market in Germany, 2018
- Figure 10: Factors influencing the threat of substitutes in the home & garden products market in Germany, 2018
- Figure 11: Drivers of degree of rivalry in the home & garden products market in Germany, 2018

## I would like to order

Product name: Home and Garden Products in Germany

Product link: <https://marketpublishers.com/r/H455178A69CEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H455178A69CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970