

Home and Garden Products in Scandinavia

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Abstracts

Home and Garden Products in Scandinavia

SUMMARY

Home & Garden Products in Scandinavia 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 & 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 (crocery, 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 Scandinavian home & garden products market had total revenues of \$27.9bn in 2018, representing a compound annual growth rate (CAGR) of 3.3% between 2014 and 2018.

The home improvement segment was the market's most lucrative in 2018, with total revenues of \$16.1bn, equivalent to 57.5% of the market's overall value.

This market has particularly benefited from the Norwegian housing bubble, which has come about due to low interest rates and massive fiscal stimulus by the government.

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 Scandinavia

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

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 Scandinavia home & garden products market with five year forecasts

REASONS TO BUY

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

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

What factors are affecting the strength of competition in the Scandinavia home &

garden products market?

How has the market performed over the last five years?

What are the main segments that make up Scandinavia'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. Coop Norge SA
- 8.3. Clas Ohlson AB
- 8.4. Kesko Corporation

9 APPENDIX

- 9.1. Methodology
- 9.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Scandinavia home & garden products market value: \$ million, 2014-18

Table 2: Scandinavia home & garden products market category segmentation: \$ million, 2018

Table 3: Scandinavia home & garden products market geography segmentation: \$ million, 2018

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

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

Table 6: Inter IKEA Holding BV: key facts

Table 7: Inter IKEA Holding BV: Key Employees

Table 8: Coop Norge SA: key facts

Table 9: Coop Norge SA: Key Employees

Table 10: Clas Ohlson AB: key facts

Table 11: Clas Ohlson AB: Annual Financial Ratios

Table 12: Clas Ohlson AB: Key Employees

Table 13: Kesko Corporation: key facts

Table 14: Kesko Corporation: Annual Financial Ratios

Table 15: Kesko Corporation: Key Employees

List Of Figures

LIST OF FIGURES

Figure 1: Scandinavia home & garden products market value: \$ million, 2014-18

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

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

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

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

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

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

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

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

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

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

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