

Italy Home and Garden Product Retail Market Summary and Forecast

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Abstracts

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Summary

Home & Garden Product Retail in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 is segmented into gardening and outdoor living products, home improvement products, and homewares.

The Italian home & garden products market had total revenues of \$24.8 billion in 2022, representing a compound annual growth rate (CAGR) of 2.5% between 2017 and 2022.

The home improvement segment accounted for the market's largest proportion in 2022, with total revenues of \$11.1 billion, equivalent to 44.5% of the market's overall value.

The growth in the Italian home & garden products market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the National Institute of Statistics (ISTAT), the consumer confidence index in Italy reached 108.6 in June 2023, up

from 90.1 in October 2022.

Scope

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden product retail market in Italy

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

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

Reasons to Buy

What was the size of the Italy home & garden product retail market by value in 2022?

What will be the size of the Italy home & garden product retail market in 2027?

What factors are affecting the strength of competition in the Italy home & garden product retail market?

How has the market performed over the last five years?

What are the main segments that make up Italy's home & garden product retail 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. What strategies do leading players follow?
- 7.3. What has been the most significant M&A activity in recent years?

8 COMPANY PROFILES

- 8.1. Inter IKEA Systems BV
- 8.2. Groupe Adeo SA
- 8.3. Tengermann Group
- 8.4. Mercatone Uno Services SpA

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: Italy home & garden product retail market value: \$ million, 2017–22
- Table 2: Italy home & garden product retail market category segmentation: % share, by value, 2017–2022
- Table 3: Italy home & garden product retail market category segmentation: \$ million, 2017-2022
- Table 4: Italy home & garden product retail market geography segmentation: \$ million, 2022
- Table 5: Italy home & garden product retail market distribution: % share, by value, 2022
- Table 6: Italy home & garden product retail market value forecast: \$ million, 2022–27
- Table 7: Inter IKEA Systems BV: key facts
- Table 8: Inter IKEA Systems BV: Key Employees
- Table 9: Groupe Adeo SA: key facts
- Table 10: Groupe Adeo SA: Key Employees
- Table 11: Tengermann Group: key facts
- Table 12: Tengermann Group: Key Employees
- Table 13: Mercatone Uno Services SpA: key facts
- Table 14: Italy size of population (million), 2018–22
- Table 15: Italy gdp (constant 2005 prices, \$ billion), 2018–22
- Table 16: Italy gdp (current prices, \$ billion), 2018–22
- Table 17: Italy inflation, 2018–22
- Table 18: Italy consumer price index (absolute), 2018–22
- Table 19: Italy exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

- Figure 1: Italy home & garden product retail market value: \$ million, 2017–22
- Figure 2: Italy home & garden product retail market category segmentation: \$ million, 2017-2022
- Figure 3: Italy home & garden product retail market geography segmentation: % share, by value, 2022
- Figure 4: Italy home & garden product retail market distribution: % share, by value, 2022
- Figure 5: Italy home & garden product retail market value forecast: \$ million, 2022–27
- Figure 6: Forces driving competition in the home & garden product retail market in Italy, 2022
- Figure 7: Drivers of buyer power in the home & garden product retail market in Italy, 2022
- Figure 8: Drivers of supplier power in the home & garden product retail market in Italy, 2022
- Figure 9: Factors influencing the likelihood of new entrants in the home & garden product retail market in Italy, 2022
- Figure 10: Factors influencing the threat of substitutes in the home & garden product retail market in Italy, 2022
- Figure 11: Drivers of degree of rivalry in the home & garden product retail market in Italy, 2022

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