

# Scandinavia Home and Garden Product Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/S9C854ECD47EEN.html>

Date: December 2022

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: S9C854ECD47EEN

## Abstracts

Scandinavia Home and Garden Product Retail Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Home & Garden Product Retail in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). 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). All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Scandinavian home & garden product retail market had total revenues of \$31.3 billion in 2021, representing a compound annual growth rate (CAGR) of 3.4% between 2017 and 2021.

Home Improvement and Gardening Supplies Specialists account for the largest proportion of sales in the Scandinavian home & garden product retail market in 2021, sales through this channel generated \$17.9 billion, equivalent to 57.2% of the market's overall value.

Scandinavian market has been fairly resilient to the impact of the pandemic in 2020. Lockdown restrictions have boosted demand for home and garden products, as consumers have more leisure time available to undertake renovation and redecoration projects within the home. In 2021, the market declined by 2.1%, as most of the home improvement projects were accomplished in 2020.

## SCOPE

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

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

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 Scandinavia home & garden product retail market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Scandinavia home & garden product retail market by value in 2021?

What will be the size of the Scandinavia home & garden product retail market in 2026?

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

How has the market performed over the last five years?

How large is Scandinavia's home & garden product retail market in relation to its regional counterparts?

## 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 are the strengths of leading players?
- 7.4. How are leading players responding to the need for more sustainable business practices within the market?
- 7.5. What has been the rationale behind recent M&A activity?

## **8 COMPANY PROFILES**

- 8.1. Inter IKEA Systems BV
- 8.2. ICA Gruppen AB
- 8.3. Kesko Corporation
- 8.4. Fiskars Corporation

## **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: Scandinavia home & garden product retail market value: \$ billion, 2016–21

Table 2: Scandinavia home & garden product retail market category segmentation: % share, by value, 2016–2021

Table 3: Scandinavia home & garden product retail market category segmentation: \$ billion, 2016-2021

Table 4: Scandinavia home & garden product retail market geography segmentation: \$ billion, 2021

Table 5: Scandinavia home & garden product retail market distribution: % share, by value, 2021

Table 6: Scandinavia home & garden product retail market value forecast: \$ billion, 2021–26

Table 7: Inter IKEA Systems BV: key facts

Table 8: Inter IKEA Systems BV: Key Employees

Table 9: ICA Gruppen AB: key facts

Table 10: ICA Gruppen AB: Key Employees

Table 11: Kesko Corporation: key facts

Table 12: Kesko Corporation: Annual Financial Ratios

Table 13: Kesko Corporation: Key Employees

Table 14: Fiskars Corporation: key facts

Table 15: Fiskars Corporation: Annual Financial Ratios

Table 16: Fiskars Corporation: Key Employees

Table 17: Scandinavia exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Scandinavia home & garden product retail market value: \$ billion, 2016–21

Figure 2: Scandinavia home & garden product retail market category segmentation: \$ billion, 2016-2021

Figure 3: Scandinavia home & garden product retail market geography segmentation: % share, by value, 2021

Figure 4: Scandinavia home & garden product retail market distribution: % share, by value, 2021

Figure 5: Scandinavia home & garden product retail market value forecast: \$ billion, 2021–26

Figure 6: Forces driving competition in the home & garden product retail market in Scandinavia, 2021

Figure 7: Drivers of buyer power in the home & garden product retail market in Scandinavia, 2021

Figure 8: Drivers of supplier power in the home & garden product retail market in Scandinavia, 2021

Figure 9: Factors influencing the likelihood of new entrants in the home & garden product retail market in Scandinavia, 2021

Figure 10: Factors influencing the threat of substitutes in the home & garden product retail market in Scandinavia, 2021

Figure 11: Drivers of degree of rivalry in the home & garden product retail market in Scandinavia, 2021

## I would like to order

Product name: Scandinavia Home and Garden Product Retail Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/S9C854ECD47EEN.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/S9C854ECD47EEN.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



