

Home Improvement Market Report: 2008 Edition

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Abstracts

Home improvement occupies an important role right from the point of moving into a house, or even before that, till the house is sold. This industry is greatly influenced by the housing market and by various other economic factors. Whatever repair or additions that can be done in a house are covered as the products of this industry. The repair and/or addition work can be done by the homeowners by themselves, which would come under the DIY segment, or it can be got done through contractors i.e. the professional sector.

The distribution in this industry is mainly through home improvement centers and various other types of stores. The return of various home improvement projects, like kitchen or bathroom works, varies in value and time. US and Europe are the two biggest markets in this industry, while China and Russia are the two fastest growing markets. Home Depot is the largest global player with presence in US, Canada, China and Mexico.

This report provides a global perspective of the home improvement industry, analyzing various countries like US, European countries, Canada, China and Japan. While giving an overview of the market, the report goes on to cover the factors affecting the market, the issues and trends. Lastly, the major players of this industry are also profiled.

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