

Homewares in Canada

Market Direction | 2022-08-10 | 18 pages | Euromonitor

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Report description:

Homewares purchased via e-commerce maintained high numbers in 2021, doubling pre-pandemic retail value sales. This was mainly due to consumers continuing to work from home in 2021, which pushed additional e-commerce purchases. According to Euromonitor International's 2021 Voice of the Consumer: Consumer Lifestyle Survey, 48% of millennials and Generation X consumers worked from home one day a week or more, along with 24% of baby boomers. Additionally, the growing direct-to-consumer (DTC) channel...

Euromonitor International's Homewares in Canada report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Homewares market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Summary 1 Research Sources

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