

Homewares in Germany

Market Direction | 2022-08-09 | 20 pages | Euromonitor

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Report description:

Following a year of positive current value growth for homewares in 2020, sales continued to rise in 2021 as the pandemic further disrupted Germans' lives. In 2020, many consumers were still sceptical about the impact and length of the social distancing measures and therefore did not opt to purchase a high number of homewares. However, the prolonged pandemic situation into 2021 meant that consumers finally decided to replace some of their homewares, including cookware and kitchenware.

Euromonitor International's Homewares in Germany 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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reliable information resources to help drive informed strategic planning.

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