

Where Consumers Shop for Home and Garden

Global Strategy | 2022-11-09 | 57 pages | Euromonitor

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Report description:

While shifts in retail distribution of home and garden products were already on the agenda pre-pandemic, 2021 saw a sharpening of the focus on diversity of shopping platforms and the need to adapt logistics and brand engagement to the surge in e-commerce, digital tools and services. As the retail channel landscape continues to evolve post-pandemic, new businesses, as well as established players, will need to continue to adapt to evolving consumer preferences along the shopping journey.

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Euromonitor International's Where Consumers Shop for Home and Garden global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

Why buy this report?

- * Get a detailed picture of the Home and Garden 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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