

Home Products Specialists in Hong Kong, China

Market Direction | 2023-03-06 | 36 pages | Euromonitor

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Report description:

While the home products specialists channel did see declining sales in 2020, when the pandemic arrived in Hong Kong, it was less badly affected than other non-grocery specialist retail channels in this year and has also been recording positive growth in both 2021 and 2022, with sales already back above pre-pandemic levels. Riding on the home seclusion trend, home products specialists benefited from consumers looking to improve their overall home environment as they had more time to spend at home...

Euromonitor International's Home Products Specialists in Hong Kong, China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products Specialists 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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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Home products specialists channel already recovers to pre-COVID-19 sales levels

IKEA continues its expansion

Average unit prices increase

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Consumers value the importance of a convenient location

Resumption of travel might draw consumers away from spending on home improvements

Customisation and multifunctionality could be important trends

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