

Home Products Specialists in Denmark

Market Direction | 2023-04-06 | 36 pages | Euromonitor

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Report description:

Home products specialists saw a notable current value decline in 2022, for several reasons. The main factor negatively impacting sales was that both home improvement and gardening stores and homewares and home furnishing stores saw strong growth during the COVID-19 pandemic in 2020 and 2021, as many consumers spent more time at home, and money they would otherwise have spent on holidays or going out was spent on making improvements to their homes. The other reason behind the decline was the impa...

Euromonitor International's Home Products Specialists in Denmark 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 IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales normalise after two years of above-average growth
Rebound for pet shops and superstores, but not to pre-pandemic level
Sales of home products struggle across channels

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