

Home and Garden in Germany

Market Direction | 2023-05-02 | 45 pages | Euromonitor

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Report description:

Home and garden sales recorded strong current value growth in 2022, albeit with inflation-driven price increases playing quite a big role in this, with growth in real (constant) value terms advancing at a slower rate. German consumers continued their pandemic habits of home cooking and gardening, which boosted sales of homewares and gardening equipment. In addition, a thriving housing industry, with low mortgage rates, led to increasing house purchases in Germany, thereby boosting demand for hom...

Euromonitor International's Home and Garden 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 2027 illustrate how market demand is expected to evolve in the medium-term

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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