

Home Improvement in Germany

Market Direction | 2023-05-02 | 20 pages | Euromonitor

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Report description:

Demand for wooden flooring saw strong growth in Germany in 2022, helped by improvements in the use of sustainable materials and recycling methods. Modern flooring designs and consumers wanting to keep their homes attractive, especially for social gatherings and during festive seasons, are primary drivers for the increasing value sales of wooden flooring. Parquet floors are in demand as they are made from natural materials, with consumers becoming more aware of their carbon footprint amid sustain...

Euromonitor International's Home Improvement 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: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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