

Home Improvement in Spain

Market Direction | 2023-05-02 | 21 pages | Euromonitor

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Report description:

The pandemic and subsequent home seclusion in 2020 led to a premiumisation trend within kitchens in Spain. With greater time spent at home, local consumers began to shift away from perceiving kitchens (and consequently, kitchen furniture and other associated items) as a commodity, to considering them as an integral part of the home. In addition, the pandemic also resulted in a greater focus on health and hygiene, which further highlighted the importance of maintaining a clean kitchen. Consolidat...

Euromonitor International's Home Improvement in Spain 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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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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