

## **Home and Garden in Hong Kong, China**

Market Direction | 2023-05-04 | 43 pages | Euromonitor

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### **Report description:**

Home and garden current value sales in Hong Kong marginally declined in 2022 compared to the previous year's dynamic performance, driven primarily by the presence of COVID-19 lockdowns in the city. Social distancing rules, retail store closures, supply chain disruptions and a contracting housing market combined to dampen growth rates in 2022.

Euromonitor International's Home and Garden in Hong Kong, China 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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