

## **Home and Garden in China**

Market Direction | 2023-05-15 | 42 pages | Euromonitor

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### **Report description:**

The COVID-19 pandemic and subsequent restrictions in China, including the recent "zero-Covid" policy implemented by the government to control the spread of the virus, had a significant impact on local consumers' spending patterns. With lockdowns, travel restrictions, and social distancing measures in place, many businesses were forced to close, resulting in job losses and decreased incomes for many individuals. As a result, many consumers reduced their spending on perceived non-essential items a...

Euromonitor International's Home and Garden in 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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