

## **Home and Garden in Sweden**

Market Direction | 2023-05-04 | 44 pages | Euromonitor

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### **Report description:**

In 2022, value sales of home and garden in Sweden experienced a marginal decline following the pandemic boom, although they remained higher than 2019 levels. As restrictions in Sweden gradually eased in 2022, many local consumers started to spend greater time outside of the home. Hence, the need to invest in the comfort and aesthetics of their homes was considered less of a priority compared to the previous two years.

Euromonitor International's Home and Garden in Sweden 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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reliable information resources to help drive informed strategic planning.

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