

Home Improvement in Italy

Market Direction | 2023-05-24 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Italy was hit hard by the pandemic, and the country experienced one of the longest and strictest lockdowns in Europe. This meant that many people spent extended periods of time at home, which created a strong desire to improve and personalise living spaces. Hence, many people took on home improvement projects to make their living spaces more comfortable and enjoyable. Painting is a simple and cost-effective way to refresh a room and make it feel new again. This caused demand for home paint to in...

Euromonitor International's Home Improvement in Italy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Table of Contents:

Home Improvement in Italy
Euromonitor International
June 2023

List Of Contents And Tables

HOME IMPROVEMENT IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home paint viewed as an inexpensive way to spruce up the home

Floor tiles popular for their durability and easy maintenance

Ikea leads fragmented category

PROSPECTS AND OPPORTUNITIES

Home improvement to see a major slowdown in growth

Home renovations to focus on new principles in the forecast period

Economic pressures set to increase the pressure on independents and foster the development of private label

CATEGORY DATA

Table 1 Sales of Home Improvement by Category: Value 2017-2022

Table 2 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 4 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 5 Distribution of Home Improvement by Format: % Value 2017-2022

Table 6 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOME AND GARDEN IN ITALY

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2017-2022

Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 13 Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Improvement in Italy

Market Direction | 2023-05-24 | 23 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-07
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com