

## **Home Improvement in Italy**

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

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### **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

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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.

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