

Homewares in Italy

Market Direction | 2023-05-24 | 21 pages | Euromonitor

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Report description:

When compared to the pre-pandemic period, the demand for homewares in Italy declined during the COVID-19 crisis. This could be attributed to two main reasons. Firstly, as people were conscious about cleanliness during the pandemic, they chose to use more disposable products, such as plastic storage containers, to avoid any contamination. Secondly, with more people working from home and spending more time indoors, there was less of a need for formal or elaborate meals that would require the use o...

Euromonitor International's Homewares 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: Dining, Kitchen.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Homewares 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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SOURCES

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