

Homewares in Germany

Market Direction | 2023-05-02 | 20 pages | Euromonitor

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Report description:

After a spike in demand for most homewares categories in 2020, when the pandemic first hit the country, and a dip in sales a year later, 2022 saw sales rise again as consumers stocked up on eating and cooking products. During the pandemic, Germans connected with their homes in a way that their pre-COVID-19 lives had never allowed. During lockdown, homes became multifunctional spaces, providing a curated and comforting living environment, while also accommodating remote working, home schooling an...

Euromonitor International's Homewares in Germany 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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Euromonitor International
July 2023

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