

Italy Home and Garden Product Retail Market Summary and Forecast

Industry Report | 2023-12-22 | 38 pages | MarketLine

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Report description:

Italy Home and Garden Product Retail Market Summary and Forecast

Summary

Home & Garden Product Retail in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The home & garden products market is segmented into gardening and outdoor living products, home improvement products, and homewares.
- The Italian home & garden products market had total revenues of \$24.8 billion in 2022, representing a compound annual growth rate (CAGR) of 2.5% between 2017 and 2022.
- The home improvement segment accounted for the market's largest proportion in 2022, with total revenues of \$11.1 billion, equivalent to 44.5% of the market's overall value.
- The growth in the Italian home & garden products market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the National Institute of Statistics (ISTAT), the consumer confidence index in Italy reached 108.6 in June 2023, up from 90.1 in October 2022.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden product retail market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden product

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retail market in Italy

- Leading company profiles reveal details of key home & garden product retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy home & garden product retail market with five year forecasts

Reasons to Buy

- What was the size of the Italy home & garden product retail market by value in 2022?
- What will be the size of the Italy home & garden product retail market in 2027?
- What factors are affecting the strength of competition in the Italy home & garden product retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's home & garden product retail market?

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