

Home Products Specialists in Hong Kong, China

Market Direction | 2024-03-13 | 36 pages | Euromonitor

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Report description:

In 2023, home products specialists saw a current value decline in Hong Kong, as although home improvement and gardening stores and pet shops and superstores maintained growth, homewares and home furnishings stores saw another year of falling sales. In 2023, sales in the latter channel dropped to their lowest level since the global financial crisis in 2008, as prices slumped, according to Hong Kong's Ratings and Valuation Department. The housing market gradually rebounded in 2023, which was attri...

Euromonitor International's Home Products Specialists in Hong Kong, China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

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 Products Specialists 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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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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2023 DEVELOPMENTS

Sales of homewares and home furnishings decline, but stronger decline prevented by home decor and other home products

IKEA tests out smaller formats and innovative promotional activities

Nitori enters Hong Kong, becoming a competitor for IKEA

PROSPECTS AND OPPORTUNITIES

Sluggish housing sales set to lead to slow growth in homewares and home furnishings stores and home improvement and gardening stores

Consistently offering innovative and enjoyable in-store experiences to drive customer traffic

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