

Where Consumers Shop for Home and Garden

Global Strategy | 2024-03-15 | 66 pages | Euromonitor

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Report description:

With sales slowing down, home and garden retailers around the world made innovative investments to provide consumers with a shopping experience upgrades, with strong efforts to stimulate demand. Compact urban stores to be close to new footfall patterns, phygital stores, drive-through and self-checkout were some of the innovations gaining investment in the realm of store-based retailing. The incorporation of AR/VR tools in online platforms was a spreading novelty seen in non-store-based retailing...

Euromonitor International's Where Consumers Shop for Home and Garden global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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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