

Home Improvement in Germany

Market Direction | 2024-05-28 | 21 pages | Euromonitor

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Report description:

In 2023, value sales of home improvement in Germany witnessed a decline, in line with the contraction in new home construction projects and persistently high lending rates along with elevated raw material costs in the building trade, driving a slowdown in renovation projects in the country. As such, home improvement products tied to large-scale renovations, such as kitchen sinks, bathroom and sanitaryware, and flooring, witnessed the greatest declines in value sales.

Euromonitor International's Home Improvement 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 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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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