

## **Home Improvement in Sweden**

Market Direction | 2024-05-30 | 20 pages | Euromonitor

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### **Report description:**

In 2023, the home improvement category in Sweden witnessed a notable decline, primarily attributed to the crash in the real estate market. With dwindling property demand and reduced construction activity amid an ailing economy, the housing sector struggled, directly impacting home improvement endeavours. Moreover, the decline in consumer confidence further exacerbated the situation, as individuals refrained from investing in renovation or enhancement projects for their properties. This reluctanc...

Euromonitor International's Home Improvement in Sweden 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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