

Homewares in Germany

Market Direction | 2024-05-28 | 20 pages | Euromonitor

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Report description:

In 2023, homewares in Germany only witnessed marginal current value sales growth. However, this was largely driven by inflation and price increases. Slowing demand was driven by high consumer price inflation and poor economic growth in the country, as price pressures kept consumer spending focused on essentials and away from discretionary purchases.

Euromonitor International's Homewares 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: Dining, Kitchen.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Homewares 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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