

Home Improvement in Switzerland

Market Direction | 2024-06-05 | 20 pages | Euromonitor

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Report description:

Retail value sales of home improvement fell in 2023. Moreover, in Switzerland, fitted carpets have long been unpopular and considered cheap due to their association with nail strip installation. However, unlike the contraction experienced in the overall category, 2023 marked a revival for carpets, especially in bedrooms and corridors. While carpets have been popular in public spaces for some time, their resurgence in homes is noteworthy. The charm of carpets lies in their practical benefits and...

Euromonitor International's Home Improvement in Switzerland 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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Demand for cordless drills rises due to the convenience these products offer

Sales of home paint rise as paint offers a cost-effective and convenient way of sprucing up a space

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