

## **Homewares in Italy**

Market Direction | 2024-06-05 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Homewares saw stable growth in current value terms in 2023, buoyed by several contributing factors. Italy's expanding middle class and increasing urbanisation have led to a growing demand for homewares as more people seek to create comfortable and stylish living spaces in their urban dwellings. Additionally, the influence of social media platforms and YouTube channels showcasing home decor, cooking, and entertaining ideas has sparked interest and inspired consumers to invest in homewares product...

Euromonitor International's Homewares in Italy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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.

**Table of Contents:**

Homewares in Italy  
Euromonitor International  
June 2024

List Of Contents And Tables

HOMEWARES IN ITALY  
KEY DATA FINDINGS  
2023 DEVELOPMENTS  
Homewares enjoys steady growth in 2023 backed by the home entertaining trend  
Beverageware benefits from regular alcohol consumption in Italy  
Cookware and kitchen utensils benefit from well-established culinary traditions in Italy  
PROSPECTS AND OPPORTUNITIES  
Homewares set to decline owing to market saturation and Italy's shrinking population  
Consumers and brands set to prioritise environmental responsibility over the forecast period  
Durability an important factor in homewares while a growing sense of nostalgia could inform new product development  
CATEGORY DATA  
Table 1 Sales of Homewares by Category: Value 2018-2023  
Table 2 Sales of Homewares by Category: % Value Growth 2018-2023  
Table 3 Sales of Homewares by Material: % Value 2018-2023  
Table 4 NBO Company Shares of Homewares: % Value 2019-2023  
Table 5 LBN Brand Shares of Homewares: % Value 2020-2023  
Table 6 Distribution of Homewares by Format: % Value 2018-2023  
Table 7 Forecast Sales of Homewares by Category: Value 2023-2028  
Table 8 Forecast Sales of Homewares by Category: % Value Growth 2023-2028  
HOME AND GARDEN IN ITALY  
EXECUTIVE SUMMARY  
Home and garden in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home and garden?  
MARKET DATA  
Table 9 Sales of Home and Garden by Category: Value 2018-2023  
Table 10 Sales of Home and Garden by Category: % Value Growth 2018-2023  
Table 11 NBO Company Shares of Home and Garden: % Value 2019-2023  
Table 12 LBN Brand Shares of Home and Garden: % Value 2020-2023  
Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023  
Table 14 Distribution of Home and Garden by Format: % Value 2018-2023  
Table 15 Distribution of Home and Garden by Format and Category: % Value 2023  
Table 16 Forecast Sales of Home and Garden by Category: Value 2023-2028  
Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Homewares in Italy

Market Direction | 2024-06-05 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-07
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com