

Home and Garden in Western Europe

Global Strategy | 2024-06-14 | 43 pages | Euromonitor

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Report description:

After contending with the pandemic, Western Europe emerged into a period of high inflation, with rates hitting levels not seen for decades in many of the region's countries. This, in turn, set off a cost-of-living crisis for many consumers, dampening demand in the home and garden market in the final years of the review period. The difficult economic backdrop, combined with ongoing geopolitical uncertainty, are also clouding the outlook for the start of the forecast period.

Euromonitor International's Home and Garden in Western Europe global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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