

## **Home & Garden Product Retail in Italy**

Industry Report | 2024-08-30 | 40 pages | MarketLine

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### **Report description:**

Home & Garden Product Retail in Italy

#### Summary

Home & Garden Product Retail in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The home & garden product retail market is segmented into gardening and outdoor living products, home improvement products, and homewares. The market value represents the retail sales.
- The Italian home & garden product retail market recorded revenues of \$24.3 billion in 2023, representing a negative compound annual growth rate (CAGR) of 0.1% between 2018 and 2023.
- The home improvement segment accounted for the market's largest proportion in 2023, with total revenues of \$10.5 billion, equivalent to 43.1% of the market's overall value.
- The Italian home & garden product retail market captured 6.8% of the market share in the European region in 2023.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the home & garden product retail market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the home & garden product retail market in Italy
- Leading company profiles reveal details of key home & garden product retail market players' global operations and financial

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performance

- Add weight to presentations and pitches by understanding the future growth prospects of the Italy home & garden product retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Italy home & garden product retail market by value in 2023?
- What will be the size of the Italy home & garden product retail market in 2028?
- What factors are affecting the strength of competition in the Italy home & garden product retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's home & garden product retail market?

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