Home Improvement Market

Description: In the 1980s, it was hard to lose money selling home improvement products. Today, the market is changing. Packaged Facts' study analyzes the factors impacting this fast changing $81 billion market. Covers the do-it-yourselfer, buy-it-yourselfer, and contracting segments of the market, as well as lumber and building materials; fabricated materials; architectural coverings; paint, adhesives and sealants; and tools and hardware. Reveals competitive strategies of the leading marketers in each category. Also provides in-depth perspective on the industry's major retailing chains.

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The Consumer
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Appendix I: Trade Advertising

Appendix II: Company Names And Addresses


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