
Description: About Home Decorative Materials
Home decorative materials constitute products that enhance the appearance and durability of home interior surfaces such as walls and wood. These products have gradually transformed in terms of form and function, driven by advances in technology. The performance of the market is directly related to the housing sector. Ownership patterns and construction activity are key to the growth of the market.

The analysts forecast the global home decorative materials market to grow at a CAGR of 4.80% over the period 2014-2019.

Covered in this Report
In this report, The author covers the present scenario and growth prospects of the global home decorative materials market for 2015-2019. To determine the market size, we use the revenue generated from the sale of home decorative materials such as wall coverings, varnish, and wood-care products.

The report, Global Home Decorative Materials Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, Europe, APAC, and MEA; it also covers the global home decorative materials market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key Regions
- Americas
- APAC
- Europe
- MEA

Key Vendors
- Home Depot
- Lowe's Companies
- Walmart Stores

Other Prominent Vendors
- BAUHAUS
- Bunnings
- Carrefour
- Homebase
- Kingfisher
- KOMERI
- Leroy Merlin
- Menard
- OBI
- RONA

Key Market Driver
- Increase in Refurbishments
  - For a full, detailed list, view our report

Key Market Challenge
- Slow Economic Recovery
  - For a full, detailed list, view our report

Key Market Trend
- Shift to Digital Channels
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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