Furniture and Floor Coverings Retailing in Middle East and Africa, 2014-2019: Market Dynamics, Retail Trends, and Competitive Landscape

Description:
Summary
Furniture and Floor Coverings retail market in Middle East and Africa is expected to grow at a slow pace over the next five years. South Africa is the largest market Furniture and Floor Coverings in the region. However, Saudi Arabia is set to surpass South Africa by 2019 in terms of sales, fuelled by strong economic conditions, a large young population, increasing social media use, and western influence. In addition, government initiatives to increase the home ownership will help increase the demand for Furniture and Floor Coverings in the country.

Key Findings
- The Middle East and Africa Furniture and Floor Coverings market is forecast to mark over US$10 billion in retail sales by 2019, growing at a CAGR of 3.9%, driven by demand for home improvement products
- South Africa leads the Furniture and Floor Coverings market in 2014, but the market to is expected to remain virtually flat during 2014-2019
- Saudi Arabia will continue to grow at a faster pace during 2014-2019 at a CAGR of 9.1%, and will surpass South Africa by achieving sales of nearly US$5 billion
- Online is the fastest growing channel for Furniture and Floor Coverings, while home improvement and gardening supplies retailers hold 75% market share in the region

Synopsis
The “Furniture and Floor Coverings Retailing in Middle East and Africa, 2014-2019” report provides analysis of current and forecast market data for retail sales in different channels in the Furniture and Floor Coverings category across the Middle East and Africa.

What else does this report offer?
- Current market sizes and forecasts for 2019 by country with an assortment of charts that ranks countries based on market size, growth rate, value growth and channel sales
- Market insights based on consumer trends, and changing economic and demographic factors on regional and country basis
- Retail sales and fastest-growing markets for the category group and further breakdown for individual sub-categories: Furniture as well as Floor coverings
- Qualitative and quantitative insights of changing Furniture and Floor Coverings' retail dynamics across various channels Retail sales, market share, and growth rate of channels included: home furniture and homewares retailers, hypermarkets, supermarkets and hard-discounters, department stores, online, home improvement and gardening supplies retailers, value, variety stores and general merchandise retailers, and cash and carries and warehouse clubs

Reasons To Buy
- Get accurate and reliable retail sales data of the five largest Furniture and Floor Coverings markets in Middle East and Africa: South Africa, Saudi Arabia, Egypt, Israel and the UAE for 2014 and forecast for 2019 to identify the largest and fastest-growing market and to discover profitable markets for expansion/entry
- Explore an in-depth analysis of retail sales data by channels to spot leading channels in Furniture and Floor Coverings retail space and develop strategies for specific channels
- Gain access to retail sales data at sub-category level across the region to target key markets for each sub-categories and to analyze their current and future growth prospects
- Learn from consumer insights and retail trends and define your strategies based on the need of consumers and retail landscape in the country

- Make country level comparisons to effectively target new revenue streams and align your marketing strategies with the crucial trends influencing consumer behavior

- Track competitive landscape based on the information about store count and latest developments for key Furniture and Floor Coverings retailers in the region

Contents:

Global Summary
- Global* furniture and floor coverings market to mark US$692.7 billion retail sales in 2019
- China is set become the world’s largest furniture and floor coverings market by 2019
- Furniture sub-category sales contribute major share in global furniture and floor coverings sales.
- Across the globe, retailers are taking initiatives to increase their online presence, while online retailers are adopting innovative methods to cater tangibility issue
- Snippets of retail trends in Middle East and Africa
- Saudi Arabia to remain the most attractive market driven by positive economic growth and decreasing housing deficit
- Furniture category products accounts for largest share in the region
- Saudi Arabia is the fastest growing market for the furniture and coverings sales in the region

Middle East and Africa: Furniture and Floor Coverings Retail Market
- Middle East and Africa furniture and floor coverings markets by value 2014 and 2019 (US$ bn)
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- Top five markets for other specialist retailers, 2014-2019 (US$ mn)
- Top five markets for Convenience stores (including independents) and gas Stations, 2014-2019 (US$ mn)

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