Home and Garden Products Retailing in Europe, 2014-2019: Market Dynamics, Retail Trends, and Competitive Landscape

Description:
Summary
Home and Garden products market in Europe is expected to expand at a slow pace during 2014-2019, while Central Eastern Economies to record higher growth rates. Germany is the largest market for Home and Garden products in Europe. Increase in single person household in the country has contributed to demand for economically-priced products and smaller format neighborhood stores. Romanian home and garden products market is set to register the highest growth rate in review period, driven by the increased number of home improvement plans by home owners, involving DIY activities

Key Findings
- The Europe home and garden market is forecast to reach US$380.4 billion by 2019, driven by value growth in German and the UK market
- Online will continue to be the fastest growing channel at a CAGR of 11.7%, while Specialist retailers remain the key channel for Home and Garden products sales but will record minor growth of 1.5%
- Germany will remain as the largest home and garden home and garden in Europe, growing at a CAGR of 3.9%
- Romania is expected to be the fastest growing market for home and garden products in the region, followed by Poland and Ukraine

Synopsis
The “Home and Garden Retailing in Europe, 2014-2019” report provides analysis of current and forecast market data for retail sales in different channels in the home and garden category across the Americas.

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 a regional and country basis
- Category group and product sub category retail sales, and the fastest-growing markets for each region

Reasons To Buy
- Get accurate and reliable retail sales data of the 24 largest home and garden markets in Europe: Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, UK, Austria, Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Turkey and Ukraine 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 home and garden 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 subcategories 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 home and garden retailers in the region

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Global home and garden market to surpass US$1.6 trillion by 2019
The US will remain as the world's largest home and garden market
Home improvement sub-category sales contribute major share in global home and garden sales.
Retailers are adopting various strategies to benefit from online and omni-channel presence
Snippets of retail trends in Europe
Germany will continue to dominate the European market
Home and garden's share in the country's total retail sales is highest in Germany
Home improvement products has the highest share of sales in the European home and garden market
Online retailing is the fastest-growing channel, while home improvement and gardening supplies retailers is the largest retailer in the Europe
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