Home and Garden Products Retailing in Spain - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Sales of home and garden products accounted for 4.2% of the total retail sales in 2014. Poor economic conditions, reduced consumer confidence levels, and declining household consumption are major hurdles for the sector. Per capita spending is also estimated to exhibit sluggish growth over the forecast period, as consumers are becoming more cautious and limiting their spending to essentials.

Key Findings
- Home improvement is the largest segment and contributed 50.1% towards the home and garden products category group in 2014
- Specialist retailers remain as the main retail channel in this sector
- The market is fragmented, as the sector is dominated by both domestic as well as international retailers
- Sales through online channel are expected to witness a strong CAGR of 8.74% during 2014-2019.

Synopsis
“Home and Garden Products Retailing in Spain - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting home and garden products retail dynamics for gardening and outdoor living, home improvement, and homewares from 2009 to 2019
- Sales of home and garden products through the following channels from 2009 to 2019: Home improvement and gardening supplies retailers; hypermarkets, supermarkets and hard-discounters; home furniture and homewares retailers; department stores; value, variety stores and general merchandise retailers; online; other specialist retailers; cash and carries and warehouse clubs; electrical and electronics specialists; other general and non-specialist direct retailers; convenience stores (including Independents) and gas stations
- An overview of key home and garden products retailers operating across Spain and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on home and garden products sector in the Spain retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in home and garden products category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including gardening and outdoor living; home improvement and homewares, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends
influencing the home and garden products market

- Analysis of key international and domestic players operating in the home and garden products market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

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