Competitor Strategies in Home and Garden

November 2023

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Premium private label and durability upgrades are the winners in this shopping scenario
An example from home paint of how a premium private label position is being developed
Supply strategy is back to being top of mind to cope with unstable costs and risks

STRATEGIES : DIGITAL EXPERIENCES

Emerging markets had a big e-commerce fulfilment job to catch-up, but catching up they are
Most industry contacts focus on the need to engage digital audiences
Digital: Delivering a positive digital experience
Digital strategies: Home and garden in the digital age
Beyond the box: Packaging innovations needed when delivery creates tough new challenges
Compact store formats end up as the main beneficiary of online sales experience investment
Generative AI is getting into home design as the "what is next" after basic augmented reality
The human element in digital retail means personalisation, interaction and livestreaming
The marketplace era has begun, and now brands adapt to cope with this new development

KEY TAKEAWAYS

Key takeaways

APPENDIX

Projected company sales: FAQs (1)
Projected company sales: FAQs (2)

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-home-and-garden/report.