

A GUIDE TO

Redecorating Your Digital Home & Garden



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Introduction

Our homes and gardens undergo constant improvement. Year after year, we add elements that make a difference and make us happy.



This guide shows how Home & Garden organizations can do the same – by focusing on key areas, they can redecorate their marketing stacks and achieve extraordinary results.

The Trends and Challenges in Home & Garden

With the global home and garden products B2C e-commerce market poised to grow by 101.65 B USD by 2024, competition is flourishing. Consequently, maintaining consumer loyalty is becoming a big challenge. Home & Garden organizations are seeking ways to make the most of their vast product ranges and target users with more accurate and relevant recommendations.

The industry is stronger now than it has been in the last ten years. Unlike many other sectors that struggled significantly during the pandemic, Home & Garden thrived, and its steady growth is predicted to be 4% until 2025. In 2021 the average spend on all kinds of home improvements including decorating, renovating, and repairing was \$15,000. Improvements which, in many cases, will have already paid for themselves by adding value to the property.


But does this mean that the industry is resting on its laurels? Certainly not; there's even more pressure on the key decision-makers in the boardrooms of the industry's best-known players to respond to a quickly-evolving market and invest more in e-commerce in order to gain a winning foothold.



RTB HOUSE =

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