



Home and Garden in Canada

May 2024

Table of Contents

Home and Garden in Canada

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2018-2023

Table 2 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 4 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 6 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 7 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 8 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating marginal contraction: Home improvement landscape

DIY momentum: Driving home paint sales

Resilience amidst price pressures: Other floor coverings

PROSPECTS AND OPPORTUNITIES

Sustainable products set to grow further over the forecast period

Renewed interest through faucet innovations in bathrooms and kitchens

Continued growth of cordless drills

CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2018-2023

Table 11 - Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Improvement: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 14 - Distribution of Home Improvement by Format: % Value 2018-2023

Table 15 - Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Gardening in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urban gardening spurs demand for space-saving solutions

The persistent allure of grow-your-own: A response to economic pressures

Shifts in retail dynamics: Department stores embrace gardening trends

PROSPECTS AND OPPORTUNITIES

Indoor gardening to see robust growth in Canada

Growing eco-awareness driving the shift away from peat moss

Increase in demand for soil in Canada, led by eco-trends and urban living

CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2018-2023

Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Gardening: % Value 2019-2023

Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023

Table 21 - Distribution of Gardening by Format: % Value 2018-2023

Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Homewares in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating supply chain disruptions and inflation

Resilience in dining categories amidst growing interest in home cooking

Embracing sustainability in kitchen utensils

PROSPECTS AND OPPORTUNITIES

Continued growth in online sales

Innovation driven by quality and functionality in cookware

Sustainably sourced products to gain popularity in Canada

CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2018-2023

Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023

Table 26 - Sales of Homewares by Material: % Value 2018-2023

Table 27 - NBO Company Shares of Homewares: % Value 2019-2023

Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023

Table 29 - Distribution of Homewares by Format: % Value 2018-2023

Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home Furnishings in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating price pressures: Contraction in home furnishings

The ascendancy of retail e-commerce in home furnishings

Meeting space challenges: Demand for space-saving solutions

PROSPECTS AND OPPORTUNITIES

Canada's immigration plans: A boost for home furnishings sales

Augmented reality and enhanced online features: Sustaining e-commerce growth

The rise of sleep health awareness: Fuelling mattress demand

CATEGORY DATA

Table 32 - Sales of Home Furnishings by Category: Value 2018-2023

Table 33 - Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 34 - NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 36 - LBN Brand Shares of Light Sources: % Value 2020-2023

Table 37 - Distribution of Home Furnishings by Format: % Value 2018-2023

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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