

Home Improvement in Germany

May 2024

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Home Improvement in Germany - Category analysis

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2023 DEVELOPMENTS

Adverse macroeconomic conditions drive negative sales in home improvement

Home paint players cater for market trends in attempt to sustain demand

Power tools more resilient as consumers retain interest in DIY

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Retail e-commerce more suited to certain home improvement products than others

Sustainability expected to drive innovation in flooring, power tools and more

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DISCLAIMER

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