



# Home Furnishings in Western Europe

July 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

North America moves ahead of Western Europe in sales in 2015-2020

Modest growth expected in the forecast period

Indoor living still dominates, but outdoor living most dynamic in 2020

Outdoor living benefits from consumers spending time in their gardens

Kitchen furniture adds most new sales over 2015-2020

Pandemic has varying effects on different categories in 2020

Homewares and home furnishing stores still dominate sales...

...but e-commerce makes major gains during 2020

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscape at a regional level

IKEA the strong leader in Western Europe

Large number of single-country players among the top 10 companies

IKEA remains the clear leading brand in 2020

## FORECAST PROJECTIONS

LED lamps will continue to be most dynamic...

...but with slower growth rates over the forecast period

## COUNTRY SNAPSHOTS

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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