



Home Improvement in Western Europe

July 2021

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Scope

Key findings

REGIONAL OVERVIEW

Strong growth for Western Europe during the pandemic in 2020

Slowdown expected in forecast period after 2020 sales spike

Netherlands sees booming sales in 2020

Home paint a major “winner” in the pandemic’s boost to sales

Netherlands and Germany add most new sales over 2015-2020

COVID-19 disruption generally favourable for home improvement in 2020

Home improvement and gardening stores still dominate sales...

...but e-commerce gains significant share in 2020

LEADING COMPANIES AND BRANDS

Fragmented home improvement market in Western Europe

Robert Bosch maintains its leading position in 2020

Germany the major revenue generator for most top 10 companies

Dulux moves back into third place in 2020

FORECAST PROJECTIONS

After the spike seen in home improvement sales in 2020...

...growth will be recording stagnating rates over the forecast period

COUNTRY SNAPSHOTS

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

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Italy: Competitive and Retail Landscape

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UK: Market Context

UK: Competitive and Retail Landscape

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