

Home and Garden in Western Europe

June 2024

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REGIONAL OVERVIEW

Home furnishings the dominant home and garden category in Western Europe

Western Europe has the third highest sales and per capita spend figures

Home and garden experiences a difficult year in Western Europe in 2023

German home and garden market records a sharp sales decline in 2023

Major losses recorded by home furnishings in the UK

Home furnishings make up more than three quarters of overall market losses in 2018-2023

Growing popularity of sustainable products in a number of Western European markets

Home products specialists remain the dominant retail distribution force...

...but an omnichannel approach is increasingly important

LEADING COMPANIES AND BRANDS

Home and garden is a relatively fragmented market in most Western European countries

IKEA remains the clear leader in Western European home and garden in 2023

Germany the biggest revenue generator for a majority of the top 10 players in the region

Ikea and Bosch maintain their top two positions in Western Europe

FORECAST PROJECTIONS

After continued decline in 2024, stagnation is expected over the rest of the forecast period

High inflation likely to still be impacting some countries at the start of 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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