

Home and Garden in Switzerland

May 2023

Table of Contents

Home and Garden in Switzerland

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

- Table 1 Sales of Home and Garden by Category: Value 2017-2022
- Table 2 Sales of Home and Garden by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Home and Garden: % Value 2018-2022
- Table 4 LBN Brand Shares of Home and Garden: % Value 2019-2022
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2017-2022
- Table 6 Distribution of Home and Garden by Format: % Value 2017-2022
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2022
- Table 8 Forecast Sales of Home and Garden by Category: Value 2022-2027
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home improvement demand remains higher in 2022 than pre-pandemic (at 2022 constant prices)

Decorative paint is preferred by consumers for home improvements

Hand tools demand holds up well in 2022

PROSPECTS AND OPPORTUNITIES

Sustainable and eco-friendly products gain popularity over the forecast period

The trend towards DIY projects continues over the forecast period as consumers seek to make savings and develop their skills Despite growth in retail e-commerce, consumers still appreciate expert advice in specialist stores

CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2017-2022
- Table 11 Sales of Home Improvement by Category: % Value Growth 2017-2022
- Table 12 NBO Company Shares of Home Improvement: % Value 2018-2022
- Table 13 LBN Brand Shares of Home Improvement: % Value 2019-2022
- Table 14 Distribution of Home Improvement by Format: % Value 2017-2022
- Table 15 Forecast Sales of Home Improvement by Category: Value 2022-2027
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Gardening in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gardening power tools witnesses significant demand in 2022

Rising demand for pots and planters due to limited space in urban areas

Indoor plants preferred by consumers for their convenience

PROSPECTS AND OPPORTUNITIES

Sustainable and eco-friendly products in demand in Switzerland Robotic lawnmowers witnesses a boom in gardening

Continued development of retail e-commerce

CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2017-2022

Table 18 - Sales of Gardening by Category: % Value Growth 2017-2022

Table 19 - NBO Company Shares of Gardening: % Value 2018-2022

Table 20 - LBN Brand Shares of Gardening: % Value 2019-2022

Table 21 - Distribution of Gardening by Format: % Value 2017-2022

Table 22 - Forecast Sales of Gardening by Category: Value 2022-2027

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

Homewares in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for homewares declines in 2022 due to minimalistic interior design trends

Decline in food storage due to change in consumer preferences towards sustainability

Sales contractions also seen in cookware and dinnerware in 2022

PROSPECTS AND OPPORTUNITIES

Growing demand for sustainable products in line with changing consumer preferences

Modern and minimalist designs increasingly in-vogue in homewares over the forecast period

Retail e-commerce benefits from convenience and competitive pricing

CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2017-2022

Table 25 - Sales of Homewares by Category: % Value Growth 2017-2022

Table 26 - Sales of Homewares by Material: % Value 2017-2022

Table 27 - NBO Company Shares of Homewares: % Value 2018-2022

Table 28 - LBN Brand Shares of Homewares: % Value 2019-2022

Table 29 - Distribution of Homewares by Format: % Value 2017-2022

Table 30 - Forecast Sales of Homewares by Category: Value 2022-2027

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Home Furnishings in Switzerland

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of home furnishings decline in 2022 due to inflation and constraints on consumer spending Sofa beds witnesses a significant decline in 2022 in home furnishings

Linear fluorescent lamps (LFL) and halogen lamps register declines in the lighting category

PROSPECTS AND OPPORTUNITIES

LED bulbs light the future of the lighting industry in Switzerland
Sustainability and eco-friendly products remain at the top of consumer preferences
Further development of retail e-commerce and distinctive in-store experiences

CATEGORY DATA

- Table 32 Sales of Home Furnishings by Category: Value 2017-2022
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2017-2022
- Table 34 NBO Company Shares of Home Furnishings: % Value 2018-2022
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2019-2022
- Table 36 LBN Brand Shares of Light Sources: % Value 2019-2022
- Table 37 Distribution of Home Furnishings by Format: % Value 2017-2022
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2022-2027
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

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-switzerland/report.