

Home and Garden in France

May 2023

Table of Contents

Home and Garden in France

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 France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cordless drills remain popular as they offer convenience

Limited demand for kitchen sinks due to fewer installations

Popularity of DIY in France benefits sales of hand tools in 2022

PROSPECTS AND OPPORTUNITIES

Manufacturers produce sustainable paints to address consumers' concerns

Perceptions of wallpaper as non-essential item expected to hinder sales

Omnichannel strategy likely to be most effective for retailers of home improvement

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 France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Innovation in robotic lawn mowers benefits gardening equipment

Consumers now accustomed to convenience of e-commerce

Low-maintenance plants emerge as the popular choice

PROSPECTS AND OPPORTUNITIES

High inflation expected to deter middle-class from investing in gardens

New French law could promote composting among local consumers

Organic gardening products offer strong potential for growth

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 France

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of beverageware fall in 2022 due to greater mobility of population

Increasing preference for street food hampers sales of cookware

SEB Groupe retains overall leadership due to strength in kitchen, the largest value category

PROSPECTS AND OPPORTUNITIES

Sustainable kitchenware gaining in popularity among local consumers

Strong demand expected for space-saving food storage products

Grocery retailers to remain popular channel due to accessibility and affordable prices

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 France

KEY DATA FINDINGS

2022 DEVELOPMENTS

High sustainability credentials continue to benefit LED lamps in 2022

Easing of pandemic-related restrictions sees sales of barbecues plummet in 2022

Focus on good health sees the development of new hi-tech mattresses

PROSPECTS AND OPPORTUNITIES

Eco-friendly home furnishings to gain in popularity

Time-saving benefits to boost demand for storage furniture

Polarisation of spending and desire for “Made in France” items will remain strong purchasing trends

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-france/report.