

Home Improvement in Germany

May 2023

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Home Improvement in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sustainable wooden flooring enjoying strong growth
Hygiene concerns boost sales of touchless kitchen sinks
Bosch is the leading player in a very fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Home improvement is likely to reach maturity over the forecast period
Smart home improvement products are expected to be in demand
Retailers are adopting omnichannel strategies to attract consumers

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DISCLAIMER

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