

Home and Garden Specialist Retailers in Germany

May 2022

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Home and Garden Specialist Retailers in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of home and garden specialist retailers decline in 2021

IKEA continues to lead, and manages to strengthen its value share

Trimming of outlet numbers as a survival strategy

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Following projected recovery in 2022, sales to stabilise and stagnate

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Home working and a buoyant housing market could help support growth

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