Where Consumers Shop for Home and Garden

March 2024

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Total sales growth turned negative without price increases; e-commerce grows in real terms

FUTURE DEVELOPMENTS

Retail sales return to growth with the return of macroeconomic stability and urbanisation

E-commerce and homewares and home furnishing stores set to see similar growth

E-commerce is set to remain a formidable channel in home improvement and gardening

DIY and gardening companies care more about aspects of sustainability versus other sectors

To help sustainable practice adoption, the large retail trade organisations are getting involved

Kingfisher is also a founding member of the UN's Race to Zero Breakthrough campaign

Leroy Merlin introduces Home Index, and brings nudge theory to bear on sustainable choices

Home improvement retailers build links to end of life waste collectors with recycling options

Second-hand and marketplaces are intrinsically linked in the formal part of this market

INGKA's solar and wind strategy is an early example of investing to meet 2030 goals

The home and garden sector is set to witness significant changes over the next few years

Key takeaways

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-home-and-garden/report.