Euromonitor International

Home Furnishings in Germany

July 2026

Table of Contents

Home Furnishings in Germany - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Furnishings Summary

INDUSTRY PERFORMANCE

Bett1 and Ikea Set New Standards with Circular Solutions
Lighting Sees Growth Momentum While Modular Solutions Gain Traction
Chart 1 - Modular by Design: How Häcker and Hettich Tackle Small-Space Living
Chart 2 - Value Sales 2020-2030
Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Ikea and Bett1 to Drive Circularity as Sustainability Becomes Standard
Philips Hue and Ikea Reimagine the Home with Smart Lighting
Westwing and Cairo Blend Digital and In-Person Experiences to Win Loyalty
Chart 4 - Forecast Value Sales 2020-2030
Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea and Private Label Leverage Value and Digital Strength to Defend Share
Philips and Nobilia Drive Smart Kitchen Integration to Boost Innovation
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

CHANNELS

Homewares and Home Furnishing Stores Deepen Omnichannel Strategies to Defend Leadership
Retail E-Commerce Rises, While Emerging Concepts Set to Make an Impact
Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Home Furnishings
Chart 10 - Real Gdp Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Home Furnishings
Chart 13 - Population 2020-2030
Chart 14 - Consumer Expenditure 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home and Garden in Germany - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home and Garden

INDUSTRY PERFORMANCE

Villeroy & Boch, Westwing and Diy Chains Redefine Shopper Journeys with Omnichannel Integration
Chart 17 - Villeroy &?Boch Turns Its Hq into a Brand Destination
Discounters Capture Trading-Down Shoppers with Price Investment and Private Label Expansion
Toom, Compo and Gardena Drive Eco-Friendly and Convenience-Led Gardening Choices
Chart 18 - Value Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Value and Premium Brands to Shape a Polarised Landscape
Online-First Retailers Integrate In-Store Experiences to Retain Loyalty
Retailers to Substantiate Eco Claims as Circularity Becomes the Norm
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea and Private Label Consolidate as Innovation Reshapes the Competition
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Home Products Specialists Defends Lead with Hybrid Journeys
Action and Woolworth Drive Sales with Value-Led Expansion
Chart 24 - Retail Channels 2020-2025

PRODUCTS

Catalysts for Next-Generation Home Solutions
Pioneering Launches in Smart and Sustainable Design
Chart 25 - Swarovski X Rosenthal Idyllia: Collaboration-Driven Luxury Dinnerware
Commercial Outcomes of Advanced Product Development

ECONOMIC CONTEXT

Chart 26 - Economic Context for Home and Garden
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Home and Garden
Chart 30 - Population 2020-2030
Chart 31 - Consumer Expenditure 2020-2030
Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-furnishings-in-germany/report.