

# Homewares in Germany

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Homewares demand rises in 2022 after the decline seen a year earlier

Shift in eating habits in Germany is driving demand in homewares

WMF's sustainability practices help it to lead homewares

#### PROSPECTS AND OPPORTUNITIES

Replacement purchases will drive homewares over the forecast period

Limited space in consumers' homes is benefitting multi-purpose homeware products

Players are expected to invest in omnichannel strategies

#### CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2017-2022

Table 2 - Sales of Homewares by Category: % Value Growth 2017-2022

Table 3 - Sales of Homewares by Material: % Value 2017-2022

Table 4 - NBO Company Shares of Homewares: % Value 2018-2022

Table 5 - LBN Brand Shares of Homewares: % Value 2019-2022

Table 6 - Distribution of Homewares by Format: % Value 2017-2022

Table 7 - Forecast Sales of Homewares by Category: Value 2022-2027

Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

## Home and Garden in Germany - Industry Overview

### 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 9 - Sales of Home and Garden by Category: Value 2017-2022

Table 10 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 11 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 12 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022

Table 14 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2022

Table 16 - Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## 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/homewares-in-germany/report](http://www.euromonitor.com/homewares-in-germany/report).