

Home Improvement in Switzerland

May 2023

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Home Improvement in Switzerland - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home improvement demand remains higher in 2022 than pre-pandemic (at 2022 constant prices)

Decorative paint is preferred by consumers for home improvements

Hand tools demand holds up well in 2022

PROSPECTS AND OPPORTUNITIES

Sustainable and eco-friendly products gain popularity over the forecast period

The trend towards DIY projects continues over the forecast period as consumers seek to make savings and develop their skills

Despite growth in retail e-commerce, consumers still appreciate expert advice in specialist stores

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DISCLAIMER

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