Euromonitor International

The World Market for Home and Garden

June 2026

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STATE OF THE INDUSTRY

Sales to remain flat as shoppers reassess their priorities when it comes to homes
Non-essential categories are slowing as consumers prioritise core spending
North America and Europe supporting expenditure on home furnishings
Growth categories are shifting towards smaller home goods at a lower cost
Budget constraints are boosting resale market and private label development
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COMPANIES AND PRODUCTS

Fragmented global market as companies specialise in specific categories and regions
South Asia and the Middle East creating growth opportunities outside of China
Market growth is delivered by smaller companies outside of the top five
Sustainability is an expanding effort at the forefront of strategic planning

CHANNELS

Omnichannel synergy optimises results by combining stability with dynamic growth
Offline benefits service-led business models while online delivers with lower assets

FUTURE OUTLOOK

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