

Home Furnishings in Western Europe

July 2021

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Scope

Key findings

REGIONAL OVERVIEW

North America moves ahead of Western Europe in sales in 2015-2020

Modest growth expected in the forecast period

Indoor living still dominates, but outdoor living most dynamic in 2020

Outdoor living benefits from consumers spending time in their gardens

Kitchen furniture adds most new sales over 2015-2020

Pandemic has varying effects on different categories in 2020

Homewares and home furnishing stores still dominate sales...

...but e-commerce makes major gains during 2020

LEADING COMPANIES AND BRANDS

Fragmented competitive landscape at a regional level

IKEA the strong leader in Western Europe

Large number of single-country players among the top 10 companies

IKEA remains the clear leading brand in 2020

FORECAST PROJECTIONS

LED lamps will continue to be most dynamic...

...but with slower growth rates over the forecast period

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France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

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Italy: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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