

# Home Improvement in Western Europe

July 2021

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Strong growth for Western Europe during the pandemic in 2020

Slowdown expected in forecast period after 2020 sales spike

Netherlands sees booming sales in 2020

Home paint a major “winner” in the pandemic’s boost to sales

Netherlands and Germany add most new sales over 2015-2020

COVID-19 disruption generally favourable for home improvement in 2020

Home improvement and gardening stores still dominate sales...

...but e-commerce gains significant share in 2020

## LEADING COMPANIES AND BRANDS

Fragmented home improvement market in Western Europe

Robert Bosch maintains its leading position in 2020

Germany the major revenue generator for most top 10 companies

Dulux moves back into third place in 2020

## FORECAST PROJECTIONS

After the spike seen in home improvement sales in 2020...

...growth will be recording stagnating rates over the forecast period

## COUNTRY SNAPSHOTS

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape

Switzerland: Market Context

Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

## 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-improvement-in-western-europe/report](http://www.euromonitor.com/home-improvement-in-western-europe/report).