Euromonitor International

Top Five Trends in Home and Garden

June 2026

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CREATING HOME OASIS WITH MINIMAL FUNDS

Home oasis on a budget: Small upgrades drive growth as consumers spend less upfront
Combining calm, value and designer name in Target x Jeremiah Brent collaboration
IKEA PS 2026 blends playfulness, design, functionality with value
Consumers seeking immediate effects on a budget are reshaping assortments

MULTI-CRISIS ENVIRONMENT PUTS STRONG IMPETUS ON BUSINESS DIVERSIFICATION

Broader ecosystems become the clearest answer to constant market disruption
IKEA deepened vertical integration to build global resilience amid disruptions
Diversification becomes a competitive shield in a volatile operating environment
Cautious consumers and constant disruption are reshaping home and garden demand

CITY-DWELLERS COMBINING PRACTICALITY WITH AESTHETICS

Small-space living drives demand for multifunctional and flexible home solutions
Origami-inspired bathroom solution for small homes but multiple needs
Modular furniture for small-space living driving market growth and competition
Small-space living: Durable growth opportunities for the home and garden industry

STANDING OUT WITH AI ASSISTANCE

AI-driven guidance redefining the home and garden shopping experience
AI-powered solutions that fit mood, style or occasion for enhanced personalisation
Lowe's harnessing AI to guide customer projects, consult and visualise
AI adoption is critical to compete in an increasingly digitally-driven industry

PRE-LOVED HOME ITEMS HELP BALANCE RISING COSTS

Second-hand retail is becoming organised and a growing competitor to brands
Sabai - bringing sustainability with buy-back and repair initiatives
Vinted moving beyond fashion with "New Eras Again" campaign
Pre-owned market: Growing competition and growth frontiers

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-home-and-garden/report.