EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2017-2022
Table 2 - Sales of Home and Garden by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Home and Garden: % Value 2018-2022
Table 4 - LBN Brand Shares of Home and Garden: % Value 2019-2022
Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2017-2022
Table 6 - Distribution of Home and Garden by Format: % Value 2017-2022
Table 7 - Distribution of Home and Garden by Format and Category: % Value 2022
Table 8 - Forecast Sales of Home and Garden by Category: Value 2022-2027
Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Sweden

KEY DATA FINDINGS

2022 DEVELOPMENTS

Greater resumption of renovation projects positively impacts growth
Demand for power tools increases due to rising costs of hired labour
Further current value growth for carpets as energy prices increase in Sweden

PROSPECTS AND OPPORTUNITIES

Subdued performance for home improvement over forecast period
Growth of bathroom and sanitaryware to stabilise but remain weak
Players to consider sustainability as a business strategy

CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2017-2022
Table 11 - Sales of Home Improvement by Category: % Value Growth 2017-2022
Table 12 - NBO Company Shares of Home Improvement: % Value 2018-2022
Table 13 - LBN Brand Shares of Home Improvement: % Value 2019-2022
Table 14 - Distribution of Home Improvement by Format: % Value 2017-2022
Table 15 - Forecast Sales of Home Improvement by Category: Value 2022-2027
Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Gardening in Sweden

KEY DATA FINDINGS

2022 DEVELOPMENTS

Marginal decline but gardening value sales remain above 2019 levels
“Grow-your-own” edible plants is a new sustainability trend
Some Swedes prepare their own fertiliser and use ethical pest control

PROSPECTS AND OPPORTUNITIES
Energy efficiency and self-sufficiency to be rising trends over forecast period
Greater demand for products that reduce gardening time
Quality and ease of gardening equipment is key

CATEGORY DATA
Table 17 - Sales of Gardening by Category: Value 2017-2022
Table 18 - Sales of Gardening by Category: % Value Growth 2017-2022
Table 19 - NBO Company Shares of Gardening: % Value 2018-2022
Table 20 - LBN Brand Shares of Gardening: % Value 2019-2022
Table 21 - Distribution of Gardening by Format: % Value 2017-2022
Table 22 - Forecast Sales of Gardening by Category: Value 2022-2027
Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

Homewares in Sweden

KEY DATA FINDINGS

2022 DEVELOPMENTS
Marginal sales drop for homewares in 2022 following pandemic boom
Durability is key for homewares
Sustainability to focus on end-of-life products

PROSPECTS AND OPPORTUNITIES
Dining growth to stabilise over forecast period
Rising prices of food to positively impact kitchenware
Consumers search for functional and space-saving homewares

CATEGORY DATA
Table 24 - Sales of Homewares by Category: Value 2017-2022
Table 25 - Sales of Homewares by Category: % Value Growth 2017-2022
Table 26 - Sales of Homewares by Material: % Value 2017-2022
Table 27 - NBO Company Shares of Homewares: % Value 2018-2022
Table 28 - LBN Brand Shares of Homewares: % Value 2019-2022
Table 29 - Distribution of Homewares by Format: % Value 2017-2022
Table 30 - Forecast Sales of Homewares by Category: Value 2022-2027
Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Home Furnishings in Sweden

KEY DATA FINDINGS

2022 DEVELOPMENTS
Products with poor energy efficiency experience fall in sales
Working and entertaining at home influence sales value
LEDs continue to benefit from demand for energy-efficient light sources

PROSPECTS AND OPPORTUNITIES
Sustainability to receive greater attention
Inexpensive ways to elevate a space will see a rise in demand
Flexible furniture will be important in restricted living spaces

CATEGORY DATA
Table 32 - Sales of Home Furnishings by Category: Value 2017-2022
Table 33 - Sales of Home Furnishings by Category: % Value Growth 2017-2022
Table 34 - NBO Company Shares of Home Furnishings: % Value 2018-2022
Table 35 - LBN Brand Shares of Home Furnishings: % Value 2019-2022
Table 36 - LBN Brand Shares of Light Sources: % Value 2019-2022
Table 37 - Distribution of Home Furnishings by Format: % Value 2017-2022
Table 38 - Forecast Sales of Home Furnishings by Category: Value 2022-2027
Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

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