Home and Garden in Australia

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
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Home Improvement in Australia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Growth in home improvement underpinned by appetite for renovation
Minimalism and aesthetics are key considerations for floor covering
Sustainability and chemical-free are key drivers when choosing paint

PROSPECTS AND OPPORTUNITIES
Interest in outdoor renovation set to drive growth of flooring
E-commerce set to see rapid growth in home paint and power tools

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Gardening in Australia

KEY DATA FINDINGS

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Gardening players adapt to the pandemic surge in Australia
Rising interest in organic farming and grow-your-own
Strong emphasis on efficient watering systems amidst water scarcity
PROSPECTS AND OPPORTUNITIES

Boost to sales of indoor plants as homeowners improve liveability
Increase in robotic lawn mowers as consumers seek convenient options
E-commerce set to show significant growth moving forward

CATEGORY DATA

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Homewares in Australia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Homewares in Australia faces the challenge of saturation
Premiumisation trend drives value growth in homewares
Rising interest in sustainability as consumers seek eco-friendly options

PROSPECTS AND OPPORTUNITIES

Eating at home and the coffee culture set to be key drivers for dining
E-commerce likely to see improvement

CATEGORY DATA

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Home Furnishings in Australia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consistent attitude towards home furnishings following the pandemic
Smaller brands have a significant presence in home furnishings
Sustainability is a key focus of new product launches

PROSPECTS AND OPPORTUNITIES

E-commerce set to grow, but offline will remain key for big-ticket items
Home office furniture set to see the best performance

CATEGORY DATA

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