Home and Garden in Germany

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

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DISCLAIMER
SOURCES
Summary 1 - Research Sources

Home Improvement in Germany

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sustainable wooden flooring enjoying strong growth
Hygiene concerns boost sales of touchless kitchen sinks
Bosch is the leading player in a very fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES
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Smart home improvement products are expected to be in demand
Retailers are adopting omnichannel strategies to attract consumers

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Gardening in Germany

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Demand for lawn mowers increases with the rise in gardening
Container gardening is on the rise in Germany

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Consumers could focus on fresh food gardening over the forecast period
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Homewares in Germany

KEY DATA FINDINGS

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Shift in eating habits in Germany is driving demand in homewares
WMF’s sustainability practices help it to lead homewares

PROSPECTS AND OPPORTUNITIES
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CATEGORY DATA
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Home Furnishings in Germany

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Inflation-driven rise in prices beneficial for home furnishings
Limited space boosts the demand for storage furniture
Ikea leads home furnishings due to its wide portfolio of products

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Slowdown in home renovation will affect home furnishings
LEDs drive incandescent and halogen lights into obsolescence
Retailers looking for ways to provide a better customer experience

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