

Homewares in Germany

Market Direction | 2022-08-09 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Following a year of positive current value growth for homewares in 2020, sales continued to rise in 2021 as the pandemic further disrupted Germans' lives. In 2020, many consumers were still sceptical about the impact and length of the social distancing measures and therefore did not opt to purchase a high number of homewares. However, the prolonged pandemic situation into 2021 meant that consumers finally decided to replace some of their homewares, including cookware and kitchenware.

Euromonitor International's Homewares in Germany report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Homewares market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Homewares in Germany

Euromonitor International

August 2022

List Of Contents And Tables

HOMEWARES IN GERMANY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Greater focus on the kitchen due to prolonged impact of pandemic

Health-oriented products tap into consumers' interests

Social distancing measures drive growth of online shopping

PROSPECTS AND OPPORTUNITIES

Positive outlook for homewares

Demand for sustainability to support further growth

CATEGORY DATA

Table 1 Sales of Homewares by Category: Value 2016-2021

Table 2 Sales of Homewares by Category: % Value Growth 2016-2021

Table 3 Sales of Homewares by Material: % Value 2016-2021

Table 4 NBO Company Shares of Homewares: % Value 2017-2021

Table 5 LBN Brand Shares of Homewares: % Value 2018-2021

Table 6 Distribution of Homewares by Format: % Value 2016-2021

Table 7 Forecast Sales of Homewares by Category: Value 2021-2026

Table 8 Forecast Sales of Homewares by Category: % Value Growth 2021-2026

HOME AND GARDEN IN GERMANY

EXECUTIVE SUMMARY

Home and garden in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 9 Sales of Home and Garden by Category: Value 2016-2021

Table 10 Sales of Home and Garden by Category: % Value Growth 2016-2021

Table 11 NBO Company Shares of Home and Garden: % Value 2017-2021

Table 12 LBN Brand Shares of Home and Garden: % Value 2018-2021

Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2016-2021

Table 14 Distribution of Home and Garden by Format: % Value 2016-2021

Table 15 Distribution of Home and Garden by Format and Category: % Value 2021

Table 16 Forecast Sales of Home and Garden by Category: Value 2021-2026

Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Homewares in Germany

Market Direction | 2022-08-09 | 20 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com