

## **Home and Garden in Sweden**

Market Direction | 2023-05-04 | 43 pages | Euromonitor

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### **Report description:**

In 2022, value sales of home and garden in Sweden experienced a marginal decline following the pandemic boom, although they remained higher than 2019 levels. As restrictions in Sweden gradually eased in 2022, many local consumers started to spend greater time outside of the home. Hence, the need to invest in the comfort and aesthetics of their homes was considered less of a priority compared to the previous two years.

Euromonitor International's Home and Garden in Sweden 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 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

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

### **Why buy this report?**

- \* Get a detailed picture of the Home and Garden 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home and Garden in Sweden  
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List Of Contents And Tables

### **HOME AND GARDEN IN SWEDEN**

#### **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

### **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 10 Sales of Gardening by Category: Value 2017-2022

Table 11 Sales of Gardening by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Gardening: % Value 2018-2022

Table 13 LBN Brand Shares of Gardening: % Value 2019-2022

Table 14 Distribution of Gardening by Format: % Value 2017-2022

Table 15 Forecast Sales of Gardening by Category: Value 2022-2027

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Table 16 Forecast Sales of Gardening 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 17 Sales of Home Furnishings by Category: Value 2017-2022

Table 18 Sales of Home Furnishings by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Furnishings: % Value 2018-2022

Table 20 LBN Brand Shares of Home Furnishings: % Value 2019-2022

Table 21 LBN Brand Shares of Light Sources: % Value 2019-2022

Table 22 Distribution of Home Furnishings by Format: % Value 2017-2022

Table 23 Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

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 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 25 Sales of Home Improvement by Category: Value 2017-2022

Table 26 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 27 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 28 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 29 Distribution of Home Improvement by Format: % Value 2017-2022

Table 30 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 31 Forecast Sales of Home Improvement 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

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Consumers search for functional and space-saving homewares

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2017-2022

Table 33 Sales of Homewares by Category: % Value Growth 2017-2022

Table 34 Sales of Homewares by Material: % Value 2017-2022

Table 35 NBO Company Shares of Homewares: % Value 2018-2022

Table 36 LBN Brand Shares of Homewares: % Value 2019-2022

Table 37 Distribution of Homewares by Format: % Value 2017-2022

Table 38 Forecast Sales of Homewares by Category: Value 2022-2027

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

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