

Europe Outdoor Furniture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Europe Outdoor Furniture Market size is estimated at USD 4.67 billion in 2024, and is expected to reach USD 5.99 billion by 2029, growing at a CAGR of 5.14% during the forecast period (2024-2029).

European high-end outdoor furniture is one of the fast-growing segments in the furniture industry, which was hit hard by the COVID-19 pandemic. The market experienced a constant year-on-year growth rate during the review period (2018-2020), which saw a sudden drop during 2020 due to the COVID-19 outbreak.

The increase in financial spending on leisure, and attachment to old-style homes, outdoor gardens, and lawns are propelling the demand for outdoor furniture in the European Region. People in the European region emphasize using outdoor spaces as extended living spaces and want to benefit from indoor furniture. The area also has a massive demand for sun and beach holidays, which will further drive the demand for the outdoor furniture market. Also, the trend of traditional furniture and new construction in the region is expected to increase the demand for outdoor furniture such as chairs, tables, lounges, and sets, which may further enhance the industry's growth.

Some factors, such as high tensile strength, climatic conditions, weather resistance, crack proofing, and insect resistance, influence customers' purchasing behavior in the market. Moreover, customers are also looking for customization and personalization options in the market according to their wants and needs. Environmental-friendly materials such as natural wood, textiles, rattan, and wicker products are also gaining popularity in the market. Countries like Germany, the United Kingdom, France, and Italy contribute to industry growth due to increased demand for outdoor furniture in these countries.

European Outdoor Furniture Market Trends

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Italy Held the Largest Share in the Production of Outdoor Furniture

Italy held the largest share of the market in terms of the production of outdoor furniture, followed by Germany, France, and the United Kingdom. However, France and the United Kingdom's markets are expected to grow fastest in the forecasted period. There are a lot of opportunities for outdoor sales in the region in the residential and contract segment. The outdoor furniture market is expected to grow in line with the furniture market in the region.

Growth of Online Distribution Channels is Driving the Market

Manufacturers are shifting to online channels for distribution in the European region, owing to growth in several users on the internet, mobiles, etc. Manufacturers are opting for a multi-channel approach combining offline and online retail. Consumers are also researching products online and comparing the prices of outdoor furniture, such as garden chairs, tables, sofas, dining sets. However, the purchase is happening in retail stores, such as garden centers where customers can get the feel of product and material and check their comfortability to get a better perception of color, size, and shape.

European Outdoor Furniture Industry Overview

The European outdoor furniture market is competitive with the presence of various regional and global players in the market. However, regional players have an advantage in supplying products in various styles, designs, etc. Manufacturers are bringing innovative designs into the market, and investing in R&D to gain a competitive advantage.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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