

Home and Garden in Sweden

Market Direction | 2024-05-30 | 45 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2023, the home and garden market in Sweden experienced a decline due to a decrease in consumer confidence. This, coupled with rising inflation and interest rates, contributed to a negative economic outlook. This downturn led to a reduction in the construction of new houses and apartments, alongside a decrease in people relocating. As a result, sales of durable goods, including larger and expensive items, such as living room furniture and kitchen interiors, were significantly impacted. Consume...

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 2028 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.

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:

Home and Garden in Sweden
Euromonitor International
May 2024

List Of Contents And Tables

HOME AND GARDEN IN SWEDEN

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 1 Sales of Home and Garden by Category: Value 2018-2023

Table 2 Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Home and Garden: % Value 2019-2023

Table 4 LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 6 Distribution of Home and Garden by Format: % Value 2018-2023

Table 7 Distribution of Home and Garden by Format and Category: % Value 2023

Table 8 Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

GARDENING IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label products preferred for their affordable prices

Conservation efforts support seeds growth in 2023

Easy-care and retro indoor plants witness a rise in demand

PROSPECTS AND OPPORTUNITIES

Further decline for gardening sales in 2024 before returning to stability

Robotic lawn mowers become increasingly popular for the convenience they offer

CATEGORY DATA

Table 10 Sales of Gardening by Category: Value 2018-2023

Table 11 Sales of Gardening by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Gardening: % Value 2019-2023

Table 13 LBN Brand Shares of Gardening: % Value 2020-2023

Table 14 Distribution of Gardening by Format: % Value 2018-2023

Table 15 Forecast Sales of Gardening by Category: Value 2023-2028

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

HOME FURNISHINGS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

LED lamps benefit from a gap in the market and varied use

Increase in Ikea brand share thanks to strategic decisions based on pleasing consumers

Growing sales of built-in wardrobes due to space crunch in most homes

PROSPECTS AND OPPORTUNITIES

Price sensitivity stimulates category decline in 2024

Inexpensive ways to elevate spaces result in rising demand

Home furnishings benefits from further growth in retail e-commerce

CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2018-2023

Table 18 Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 20 LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 21 LBN Brand Shares of Light Sources: % Value 2020-2023

Table 22 Distribution of Home Furnishings by Format: % Value 2018-2023

Table 23 Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

HOME IMPROVEMENT IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Housing market crash negatively impacts home improvement

Bosch power tools favoured for their reputation and innovation

Despite some slowdown, retail e-commerce grows due to convenience

PROSPECTS AND OPPORTUNITIES

Wooden flooring benefits from Stockholm Wood City

Carpets benefits from changing interior trends

Players increase their focus on sustainability as a business strategy

CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2018-2023

Table 26 Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Home Improvement: % Value 2019-2023

Table 28 LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 29 Distribution of Home Improvement by Format: % Value 2018-2023

Table 30 Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

HOMEWARES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market saturation and price sensitivity negatively impact homewares

Convenience and payment plans drive online sales of homewares

Edible cutlery gains traction as an eco-friendly alternative

PROSPECTS AND OPPORTUNITIES

PFOA (Perfluorooctanoic acid) regulation impacts homewares in Sweden over the forecast period

Tech-integrated homewares grow in popularity thanks to their inclusivity

Consumers search for functional and space-saving homewares

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2018-2023

Table 33 Sales of Homewares by Category: % Value Growth 2018-2023

Table 34 Sales of Homewares by Material: % Value 2018-2023

Table 35 NBO Company Shares of Homewares: % Value 2019-2023

Table 36 LBN Brand Shares of Homewares: % Value 2020-2023

Table 37 Distribution of Homewares by Format: % Value 2018-2023

Table 38 Forecast Sales of Homewares by Category: Value 2023-2028

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home and Garden in Sweden

Market Direction | 2024-05-30 | 45 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 | €1750.00 |
| | Multiple User License (1 Site) | €3500.00 |
| | Multiple User License (Global) | €5250.00 |
| | | 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* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-07"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com