

## **Home and Garden in Sweden**

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

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### **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.

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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 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

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## 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

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#### 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

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