



# Homewares in Switzerland

June 2024

Table of Contents

## Homewares in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and consumer demand lead to marginal growth of homewares sales in 2023  
Changes in eating habits and small living spaces impact cookware  
Mixed channel trends for homewares, although retail e-commerce shows more promise

#### PROSPECTS AND OPPORTUNITIES

Sustainability and health influence consumers' choice of homewares  
"Swiss Made" label continues to gain traction over the forecast period  
Modern and minimalist designs increasingly in-vogue in homewares over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2018-2023  
Table 2 - Sales of Homewares by Category: % Value Growth 2018-2023  
Table 3 - Sales of Homewares by Material: % Value 2018-2023  
Table 4 - NBO Company Shares of Homewares: % Value 2019-2023  
Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023  
Table 6 - Distribution of Homewares by Format: % Value 2018-2023  
Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028  
Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

## Home and Garden in Switzerland - Industry Overview

### 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 9 - Sales of Home and Garden by Category: Value 2018-2023  
Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023  
Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023  
Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023  
Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023  
Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Home and Garden by Category: Value 2023-2028  
Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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