



World Market for Home and Garden

September 2024

Table of Contents

INTRODUCTION

Our expert's view of home and garden in 2023 (and what is visible so far of 2024 prospects)
Home and garden in 2023-2024: Sales are extremely tough; relief not arriving until 2025
Looking across the consumer economy, there is a clear priority drop for household spending
Key findings
Long-term decline, value chains that were sorely tested and new living space drivers
Top five trends in home and garden
Strategic briefing: "Wellness Zones, Mood Crafting and Our Growing Biophilia in the Home"
Drivers of consumer markets and their impact specifically on home and garden
Adjacent industries that most closely interface with home and garden

STATE OF THE INDUSTRY

The evolution of retail sales value and growth in home and garden has swung to pessimism
Gardening stands out as the major growth driver across developed and developing markets
Spending on life indoors suppressed, with products offering wellness performing best
The link to wellness is also visible via home improvement projects and the decoration spend
Gardening had both the strongest consistent link to wellness and the best demand profile
Gardening growth is the fastest across all regions, in some cases with huge gaps
Stalled growth in developed markets is visible, with all the usual suspects now missing

STATE OF THE INDUSTRY

Channel mixes have been quite stable since the reset in 2020, with e-commerce plateauing
Inflation Projection Tool: A new cost bump is creating more inflationary pressure into 2025
The DIY and Gardening Opportunity Index, revealed at Global DIY Summit (Rome 2024)
The map of where home and garden real growth is forecast to come from tells a story

LEADING COMPANIES AND BRANDS

Shoppers have been turning to IKEA and private label – two actions that were not unrelated
IKEA has been making strong gains around the world, but most of all in Western Europe
Delivering "value for money" with an unstable cost base is defining this period
Our inflation tool maps out when production costs stopped being a retail inflation driver
IKEA's price management is smooth, and tactically passed savings to shoppers on key SKUs
Top 10 companies in home and garden: Mergers and acquisitions activity (page 1)
Top 10 companies in home and garden: Mergers and acquisitions activity (page 2)
Top 10 companies in home and garden: Mergers and acquisitions activity (page 3)
Of the top 10 for sales, only IKEA and Sherwin-Williams Co are also in the top 20 for growth

CONCLUSION

SWOT analysis for home and garden
Key opportunities for growth, differentiation or profit management that these trends present

APPENDIX

What is included in home and garden bubble charts (on pages 16-18 and 24 of this report)

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