

Home Furnishings in the Netherlands

June 2025

Table of Contents

Home Furnishings in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges impact home furnishings in 2024

lkea BV reinforces its leadership through innovation and expansion

Non-grocery retailers maintain their dominance, offering diverse product ranges, personalised customer service and comprehensive in-store experiences

PROSPECTS AND OPPORTUNITIES

Economic uncertainty and cautious consumer spending impact demand

lkea to innovation, blending craftsmanship and sustainability through modular, durable designs made with eco-friendly and recycled materials E-commerce share gain as retailers adopt hybrid strategies

CATEGORY DATA

- Table 1 Sales of Home Furnishings by Category: Value 2019-2024
- Table 2 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 4 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 5 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 6 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 7 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 8 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

Home and Garden in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for home and garden?

MARKET DATA

- Table 9 Sales of Home and Garden by Category: Value 2019-2024
- Table 10 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-furnishings-in-the-netherlands/report.