

Home Improvement in the Netherlands

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures reshape home improvement in 2024, with the focus shifting to cosmetic upgrades
Sustainability and style drive growth of AS Création BV
Non-grocery retailers read, offering broad product assortments and in-store advice

PROSPECTS AND OPPORTUNITIES

Floor covering expected to be the most dynamic category, driven by sustainability and rising residential construction
Smart home innovation accelerates, blending technology with energy efficiency and everyday convenience
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