



Homewares in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability and functionality drive innovation in local homewares in 2024
WMF and Zwilling drive growth through innovation, sustainability, and premium product expansion
Retailers prioritise affordability, exclusivity, and digital integration to sustain market relevance

PROSPECTS AND OPPORTUNITIES

Homewares faces decline as economic pressures curb discretionary spending
Material innovation and multifunctionality will drive homewares over forecast period
E-commerce in Germany will prioritise accessibility, AI-driven personalisation, and sustainability

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Home and Garden in Germany - Industry Overview

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DISCLAIMER

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