



# Home Improvement in France

May 2025

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## Home Improvement in France - Category analysis

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#### 2024 DEVELOPMENTS

Economic pressures, unfavourable weather and a weak housing market impact sales

Leroy Merlin leverages digital kiosks and online marketplaces to boost sales

Consumers shift towards e-commerce in search of better prices and convenience

#### PROSPECTS AND OPPORTUNITIES

Drop in DIY spending to continue negatively impacting sales of home improvement

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