



Home Improvement in Switzerland

June 2024

Table of Contents

Home Improvement in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carpets witnesses a comeback in Swiss homes as the vintage trend is popular

Demand for cordless drills rises due to the convenience these products offer

Sales of home paint rise as paint offers a cost-effective and convenient way of sprucing up a space

PROSPECTS AND OPPORTUNITIES

Market saturation and spending more time outdoors stimulate a forecast period decline

Sustainability drives growth of wooden flooring

Despite growth in retail e-commerce, consumers still appreciate expert advice in specialist stores

CATEGORY DATA

Table 1 - Sales of Home Improvement by Category: Value 2018-2023

Table 2 - Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home Improvement: % Value 2019-2023

Table 4 - LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 5 - Distribution of Home Improvement by Format: % Value 2018-2023

Table 6 - Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

Home and Garden in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 - Sales of Home and Garden by Category: Value 2018-2023

Table 9 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 10 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 11 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 13 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 15 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

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-improvement-in-switzerland/report.