



**Euromonitor
International**

Home Improvement in Germany

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures shift demand towards budget-friendly, sustainable, and crisis-resistant home upgrades
Bosch strengthens leadership of home improvement through innovation and expansion plans
Home improvement distribution influenced by expansion, e-commerce, and sustainability focus

PROSPECTS AND OPPORTUNITIES

A more modest decline offers some optimism for home improvement
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E-commerce to evolve with AR, omnichannel integration, and market adjustments

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DISCLAIMER

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