

# Home Improvement in Sweden

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Squeezed household budgets delay home improvement projects
- Brands differentiate themselves through certified, eco-conscious portfolios
- Click and collect gains prominence through growing number of stores offering assembly services

PROSPECTS AND OPPORTUNITIES

- Renewed interest in DIY and home renovation projects will push sales
- Movement towards greener and circular solutions
- Smart-home technology will redefine home improvement landscape

CATEGORY DATA

- Table 1 - Sales of Home Improvement by Category: Value 2019-2024
- Table 2 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 5 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

- Home and garden in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for home and garden?

MARKET DATA

- Table 8 - Sales of Home and Garden by Category: Value 2019-2024
- Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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