



Homewares in France

May 2024

Table of Contents

Homewares in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Muted growth witnessed in homewares category

'Made in France' tag is highly desirable in homewares

Growing preference for glass food storage containers amid stronger focus on sustainability

PROSPECTS AND OPPORTUNITIES

Private label faces further growth potential

Reactive enamel tableware is expected to gain popularity

Grocery retailers to remain popular channel due to accessibility and affordable prices

CATEGORY DATA

Table 1 - Sales of Homewares by Category: Value 2018-2023

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

Table 3 - Sales of Homewares by Material: % Value 2018-2023

Table 4 - NBO Company Shares of Homewares: % Value 2019-2023

Table 5 - LBN Brand Shares of Homewares: % Value 2020-2023

Table 6 - Distribution of Homewares by Format: % Value 2018-2023

Table 7 - Forecast Sales of Homewares by Category: Value 2023-2028

Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

Home and Garden in France - 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 9 - Sales of Home and Garden by Category: Value 2018-2023

Table 10 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 12 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 14 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 15 - Distribution of Home and Garden by Format and Category: % Value 2023

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

Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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