



Homewares in Switzerland

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home-centred lifestyles sustain category growth as kitchenware and storage drive demand
Migros Genossenschaftsbund eG strengthens leadership through private label focus and store investment
E-commerce accelerates in homewares, led by smaller-ticket purchases and digital convenience

PROSPECTS AND OPPORTUNITIES

Demand for premium and high-quality homewares to grow over the forecast period
Compact urban living spaces drive demand for functional and space-efficient homewares
Swiss regulation of PFAS drives innovation in safe and sustainable cookware

CATEGORY DATA

- Table 1 - Sales of Homewares by Category: Value 2019-2024
- Table 2 - Sales of Homewares by Category: % Value Growth 2019-2024
- Table 3 - Sales of Homewares by Material: % Value 2019-2024
- Table 4 - NBO Company Shares of Homewares: % Value 2020-2024
- Table 5 - LBN Brand Shares of Homewares: % Value 2021-2024
- Table 6 - Distribution of Homewares by Format: % Value 2019-2024
- Table 7 - Forecast Sales of Homewares by Category: Value 2024-2029
- Table 8 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home and Garden in Switzerland - Industry Overview

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 9 - Sales of Home and Garden by Category: Value 2019-2024
- Table 10 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 12 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 13 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 15 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 17 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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