

Homewares in Sweden

May 2025

Table of Contents

Homewares in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for compact and multifunctional homewares grow despite challenging economic environment Brands invest in consumer engagement to enhance visibility Retailers drive sales through omnichannel expansion

PROSPECTS AND OPPORTUNITIES

Recovery of housing market to support growth of homewares Technological advancements in eco-materials to drive sustainable homewares Innovation in antimicrobial coatings and treatments could elevate demand for homewares

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 Sweden - 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

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/homewares-in-sweden/report.