



Euromonitor  
International

# Home and Garden in Asia Pacific

June 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Gardening the smallest category, but the best performer in recent years

Asia Pacific the only region recording positive sales growth in 2023

Modest growth rates expected in the coming years for home and garden sales

China racks up massive review period losses in the home furnishings category

Gardening the best performer over the 2018-2023 period

Gardening makes gains over 2018-2023, but home furnishings sees major losses

Modest growth in China, but continued decline in Japanese sales

Sustainability trend being seen in India and Indonesia

Retail e-commerce continues gaining share in home and garden...

...but home products specialists remain the dominant retail distribution force

## LEADING COMPANIES AND BRANDS

Home and garden is a fragmented market, particularly in China

Leading player IKEA has a share of just 1%

China the biggest market for the majority of the top 10 players in the region

Nippon Paint moves up the rankings in 2023

## FORECAST PROJECTIONS

India will contribute more than half of the expected new sales over 2023-2028

Sustainable products expected to continue gaining favour

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

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/home-and-garden-in-asia-pacific/report](http://www.euromonitor.com/home-and-garden-in-asia-pacific/report).