

Home and Garden in the Netherlands

June 2025

Table of Contents

Home and Garden in the Netherlands

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 1 Sales of Home and Garden by Category: Value 2019-2024
- Table 2 Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 4 LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 6 Distribution of Home and Garden by Format: % Value 2019-2024
- Table 7 Distribution of Home and Garden by Format and Category: % Value 2024
- Table 8 Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures reshape home improvement in 2024, with the focus shifting to cosmetic upgrades

Sustainability and style drive growth of AS Création BV

Non-grocery retailers read, offering broad product assortments and in-store advice

PROSPECTS AND OPPORTUNITIES

Floor covering expected to be the most dynamic category, driven by sustainability and rising residential construction Smart home innovation accelerates, blending technology with energy efficiency and everyday convenience Sustainability to shape home improvement, with rising demand for green roofs and eco-materials

CATEGORY DATA

- Table 10 Sales of Home Improvement by Category: Value 2019-2024
- Table 11 Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 13 LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 14 Distribution of Home Improvement by Format: % Value 2019-2024
- Table 15 Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 16 Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

Gardening in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gardening declines due to ageing population, urbanisation and climate change Sustainability-driven innovation fuels ECOstyle's rapid growth Non-grocery retailers lead, with grocery retailers and e-commerce experiencing dynamic growth

PROSPECTS AND OPPORTUNITIES

Further decline anticipated

Urbanisation drives the popularity of space-saving gardening solutions like vertical gardens

Rising demand for sustainable and smart solutions, and e-commerce growth

CATEGORY DATA

Table 17 - Sales of Gardening by Category: Value 2019-2024

Table 18 - Sales of Gardening by Category: % Value Growth 2019-2024

Table 19 - NBO Company Shares of Gardening: % Value 2020-2024

Table 20 - LBN Brand Shares of Gardening: % Value 2021-2024

Table 21 - Distribution of Gardening by Format: % Value 2019-2024

Table 22 - Forecast Sales of Gardening by Category: Value 2024-2029

Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2024-2029

Homewares in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainty and persistent inflationary pressures affect consumer spending and confidence

lkea maintains its leadership with innovation and strategic expansion

Non-grocery retailers dominate, while direct selling grows with personalised offerings

PROSPECTS AND OPPORTUNITIES

Growth driven by innovation and sustainability

Rising demand for premium beverageware that enhances the drinking experience

Philips and Scanpan to lead innovation with smart appliances and sustainable cookware

CATEGORY DATA

Table 24 - Sales of Homewares by Category: Value 2019-2024

Table 25 - Sales of Homewares by Category: % Value Growth 2019-2024

Table 26 - Sales of Homewares by Material: % Value 2019-2024

Table 27 - NBO Company Shares of Homewares: % Value 2020-2024

Table 28 - LBN Brand Shares of Homewares: % Value 2021-2024

Table 29 - Distribution of Homewares by Format: % Value 2019-2024

Table 30 - Forecast Sales of Homewares by Category: Value 2024-2029

Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2024-2029

Home Furnishings in the Netherlands

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic challenges impact home furnishings in 2024

Ikea BV reinforces its leadership through innovation and expansion

Non-grocery retailers maintain their dominance, offering diverse product ranges, personalised customer service and comprehensive in-store experiences

PROSPECTS AND OPPORTUNITIES

Economic uncertainty and cautious consumer spending impact demand

lkea to innovation, blending craftsmanship and sustainability through modular, durable designs made with eco-friendly and recycled materials E-commerce share gain as retailers adopt hybrid strategies

CATEGORY DATA

- Table 32 Sales of Home Furnishings by Category: Value 2019-2024
- Table 33 Sales of Home Furnishings by Category: % Value Growth 2019-2024
- Table 34 NBO Company Shares of Home Furnishings: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Furnishings: % Value 2021-2024
- Table 36 LBN Brand Shares of Light Sources: % Value 2021-2024
- Table 37 Distribution of Home Furnishings by Format: % Value 2019-2024
- Table 38 Forecast Sales of Home Furnishings by Category: Value 2024-2029
- Table 39 Forecast Sales of Home Furnishings by Category: % Value Growth 2024-2029

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/home-and-garden-in-the-netherlands/report.