



# Home and Garden in Canada

May 2025

Table of Contents

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Renovations and DIY trends propel the sales of home improvement  
Behr Process Corp retains leadership through strategic partnerships despite seasonal setbacks  
Home improvement and gardening stores lead as Canadians seek one-stop renovation hubs

PROSPECTS AND OPPORTUNITIES

Improving financing conditions to boost renovation spending  
Eco-friendly materials and energy-efficiency to shape consumer demand  
Technological integrations to drive personalised and efficient home upgrades

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Warmer season spurs demand for gardening and horticulture extending harvesting windows  
Brands continue to focus on sustainable solutions to cater to eco-conscious consumers

Home improvement and gardening stores dominate, benefitting from seasonal sales

PROSPECTS AND OPPORTUNITIES

- Brands focus on heat-resilient plants to cater for water-stressed landscapes
- Brands to invest in digital platforms further supported by personalised offers
- Technological advancements such as electrification of tools to shape gardening

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 Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increased interest in home cooking bolstered demand for homewares
- Atlantic Promotions Inc was the leading company within homewares in 2024
- Non-grocery retailers were the leading distribution channel within homewares in 2024

PROSPECTS AND OPPORTUNITIES

- Health and budget considerations to shape cookware and kitchenware demand
- Plant-based cooking to shape demand for specialised kitchen tools
- Click-and-collect and next-day delivery to support e-commerce growth in homewares

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 Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Increase in rental housing supported the sales for home furnishings
- Brands focused on lowering prices to boost sales amid economic headwinds
- Service enhancements remained a key driver amid lower footfall

PROSPECTS AND OPPORTUNITIES

- Consumers to cautiously spend on home furnishings amid economic headwinds
- E-commerce channels to gain share due to rising demand for convenience
- Brands leverage IoT to meet demand for smart and modular pieces

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