



Home and Garden in South Africa

June 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

Home paint continues as most popular product, offering high visual impact at low cost
Kansai Plascon leads home improvement, while Mitco makes notable gains
Home products specialist retailers lead distribution, while second-hand stores gain traction

PROSPECTS AND OPPORTUNITIES

Increased investment in household renovation projects to drive home improvement sales
Advanced water-damage prevention solutions to lead product innovation
Solar-integrated roofing gains momentum as energy independence becomes a household priority

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

Rising food prices lead to home gardening boom
Peebles Plants leads market thanks to strategic investment in new plant varieties and innovative cultivation techniques

Home improvement and gardening stores lead as supermarkets and e-commerce gain ground

PROSPECTS AND OPPORTUNITIES

- Growth to be supported by public sector initiatives
- Sustainability and smart capabilities to shape innovation
- Subscription-based services offer promising growth avenue

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 South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Kitchen and dining upgrades fuel homeware sales
- Majors for Minors is most dynamic player, thanks to introduction of innovative food storage solutions
- Grocery retailers emerge as the most dynamic distribution channel for homewares, leveraging high customer footfall and established loyalty programmes

PROSPECTS AND OPPORTUNITIES

- Homewares to benefit from rising demand for affordable and multifunctional products
- 3-D printing expected to shape future product innovation
- Distribution channels for homewares in South Africa set to undergo a strategic transformation, shaped by enhanced omnichannel integration

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 South Africa

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Indoor living dominates home furnishing sales, with trend towards multifunctional living spaces
- Massmart Holdings expands through omnichannel innovation
- Players respond to demand for one-stop shopping convenience

PROSPECTS AND OPPORTUNITIES

- Further growth in home furnishings, supported by rising demand for lighting solutions
- Health and sustainability expected to shape new product development
- Retailers to opt for smaller-format urban locations to optimise operational efficiency

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-south-africa/report.