

Home and Garden in France

May 2025

Table of Contents

Home and Garden in France

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 France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures, unfavourable weather and a weak housing market impact sales

Leroy Merlin leverages digital kiosks and online marketplaces to boost sales

Consumers shift towards e-commerce in search of better prices and convenience

PROSPECTS AND OPPORTUNITIES

Drop in DIY spending to continue negatively impacting sales of home improvement

Energy efficient designs and carbon savings to play a key role in shaping the future of home improvement

Al to take on a greater role in home design

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 France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures and poor weather impact the French gardening market Brands focus on sustainable solutions to drive sales in gardening

Retailers investing in sustainable solutions to attract customers

PROSPECTS AND OPPORTUNITIES

Inflationary pressures and changing weather patterns expected to drive up prices

Climate change driving a shift towards smart irrigation and flood resilient gardening

Technological tools and services expected to transform gardening in France

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 France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to look for discounts and promotions amid economic uncertainty
Brands continue to invest in digital strategies and collaborations
Retailers continue to adopt an omnichannel strategy as they look to maximise their sales

PROSPECTS AND OPPORTUNITIES

Food storage one of the few bright spots in an uncertain market

Homewares to evolve with the changing consumer dietary trends and focus on circular economy

Private label stands to benefit from the challenging market conditions

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 France

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lighting the one bright spot amid a sluggish housing market and a weak economy lkea focuses on providing affordable products to boost sales

Retailers leverage promotions and personalised services to drive sales

PROSPECTS AND OPPORTUNITIES

Economic uncertainty expected to inform the growth and development of home furnishings Polarisation expected in the market with a focus on value, quality and sustainability Technological advancements set to shape the future of home furnishings

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-france/report.