



Euromonitor
International

Home Improvement in Italy

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Improvement Summary

INDUSTRY PERFORMANCE

Scheppach and Dexter Spark Eco-Minded Diy Tool Boom

Sensea and Artens Boost Upgrades in Compact Urban Homes

San Marco and Leroy Merlin Drive Renovation-Led Paint Demand

Chart 1 - San Marco Releases Its Colour Trend 2025 - Four Curated Wall Colour Palettes

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Bathroom Brands to Deliver Wellness Upgrades as Consumers Seek Visible Results

Cordless Tool Makers Expected to Accelerate Innovation to Meet Urban Diy Demand

Modular and Eco-Friendly Solutions to Reshape Brand and Retailer Strategies

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Maintains Its Lead in a Fragmented Competitive Environment

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Home Improvement and Gardening Stores Maintains Dominance but Faces Challenges

Amazon.It and Manomano Drive E-Commerce Gains in Hardware and Hand Tools

Adeo Group Leverages Multi-Format Expansion and Sustainability to Capture New Demand

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Home Improvement

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Home Improvement

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home and Garden in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Overall Decline, but Households Continue to Invest in Gardens

Ikea and Coincasa Enable Affordable Home Refreshes

Chart 16 - Ikea Italia Makes Personalisation Affordable

Stiga and Gardena Capitalise on Outdoor Living as Gardening Outperforms

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Outdoor Living Set to Continue to Contribute to Growth, with Climate-Adapted Products Popular

Ikea and Coincasa to Boost Homewares and Home Furnishings with Value

Digital Innovation and Omnichannel Services Set to Reshape Consumer Expectations and Business Strategies

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Extends Its Lead with Omnichannel Strategy and Design Innovation

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Homewares and Home Furnishing Stores Defends Channel Leadership as E-Commerce Grows

Alessi and Natuzzi Advance Retail Formats

Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Home and Garden

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Home and Garden

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-improvement-in-italy/report.

