



# Home Improvement in Germany

May 2025

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## Home Improvement in Germany - Category analysis

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Economic pressures shift demand towards budget-friendly, sustainable, and crisis-resistant home upgrades

Bosch strengthens leadership of home improvement through innovation and expansion plans

Home improvement distribution influenced by expansion, e-commerce, and sustainability focus

#### PROSPECTS AND OPPORTUNITIES

A more modest decline offers some optimism for home improvement

Players will strive to provide energy-efficient and water-saving bathroom solutions

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