



Home Improvement in Sweden

May 2025

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Home Improvement in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Squeezed household budgets delay home improvement projects
Brands differentiate themselves through certified, eco-conscious portfolios
Click and collect gains prominence through growing number of stores offering assembly services

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Renewed interest in DIY and home renovation projects will push sales
Movement towards greener and circular solutions
Smart-home technology will redefine home improvement landscape

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DISCLAIMER

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