



Passport

Home Furnishings in Canada

Euromonitor International

August 2022

This sample report is for illustration
purposes only.

Some content and data have been
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HOME FURNISHINGS IN CANADA - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

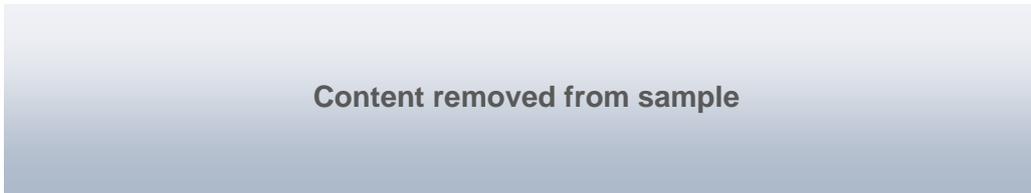
Home office needs stimulate retail value sales growth for indoor furniture as consumers continue to work from home

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DTC brands accelerate e-commerce value sales growth

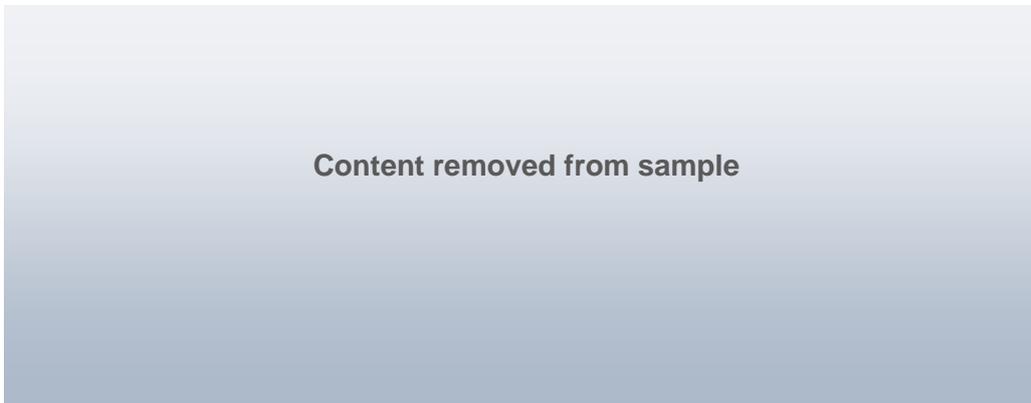
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Ikea remains the category leader with A push for hybrid in-person/e-commerce stores

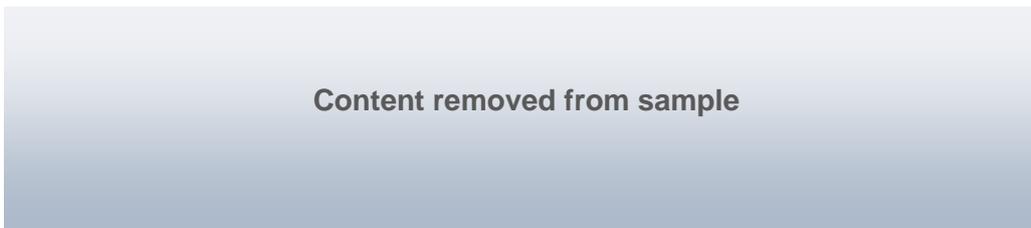


PROSPECTS AND OPPORTUNITIES

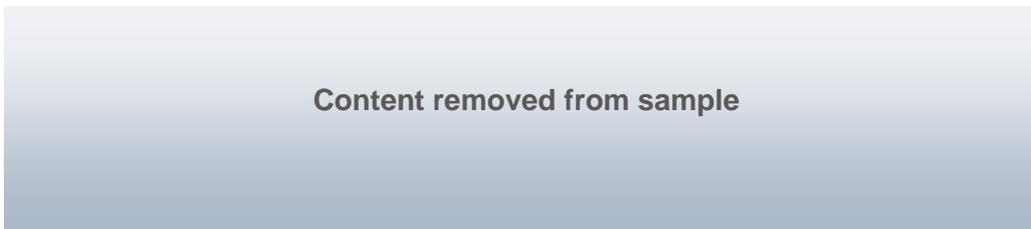
Sustainability to play an important role in furniture design in the forecast period



Duties on upholstered goods from China and Vietnam to disrupt sitting furniture sales



Home working to continue to provide growth opportunities in the forecast period



CATEGORY DATA

Table 1 Sales of Home Furnishings by Category: Value 2016-2021

CAD million	2016	2017	2018	2019	2020	2021
- Indoor Living	Data removed from sample					
-- Home Textiles						
--- Bath Textiles						
--- Bed Textiles						
--- Kitchen and Dining Textiles						
--- Living Room Textiles						
--- Rugs						
-- Indoor Furniture						
--- Bedroom Furniture						
---- Beds						
---- Chests of Drawers						
---- Mattresses						
---- Wardrobes						
--- Dining Furniture						
--- Home Office Furniture						
--- Kitchen Furniture						
--- Living Room Furniture						
--- Sitting Furniture						
---- Sofa Beds						
---- Other Sofas						
---- Other Sitting Furniture						
--- Storage Furniture						
--- Other Indoor Furniture						
-- Window Covering						
--- Blinds						
--- Curtains						
- Outdoor Living						
-- Barbecues						
--- Charcoal Barbecues						
--- Electric Barbecues						
--- Gas Barbecues						
-- Outdoor Furniture						
- Lighting						
-- Lighting Fixtures						
-- Light Sources						
--- Incandescent Lamps						
--- Halogen Lamps						
--- Linear Fluorescent Lamps (LFL)						
--- Compact Fluorescent Lamps (CFL)						
--- Light-Emitting Diode Lamps (LED)						
Home Furnishings						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Home Furnishings by Category: % Value Growth 2016-2021

% current value growth

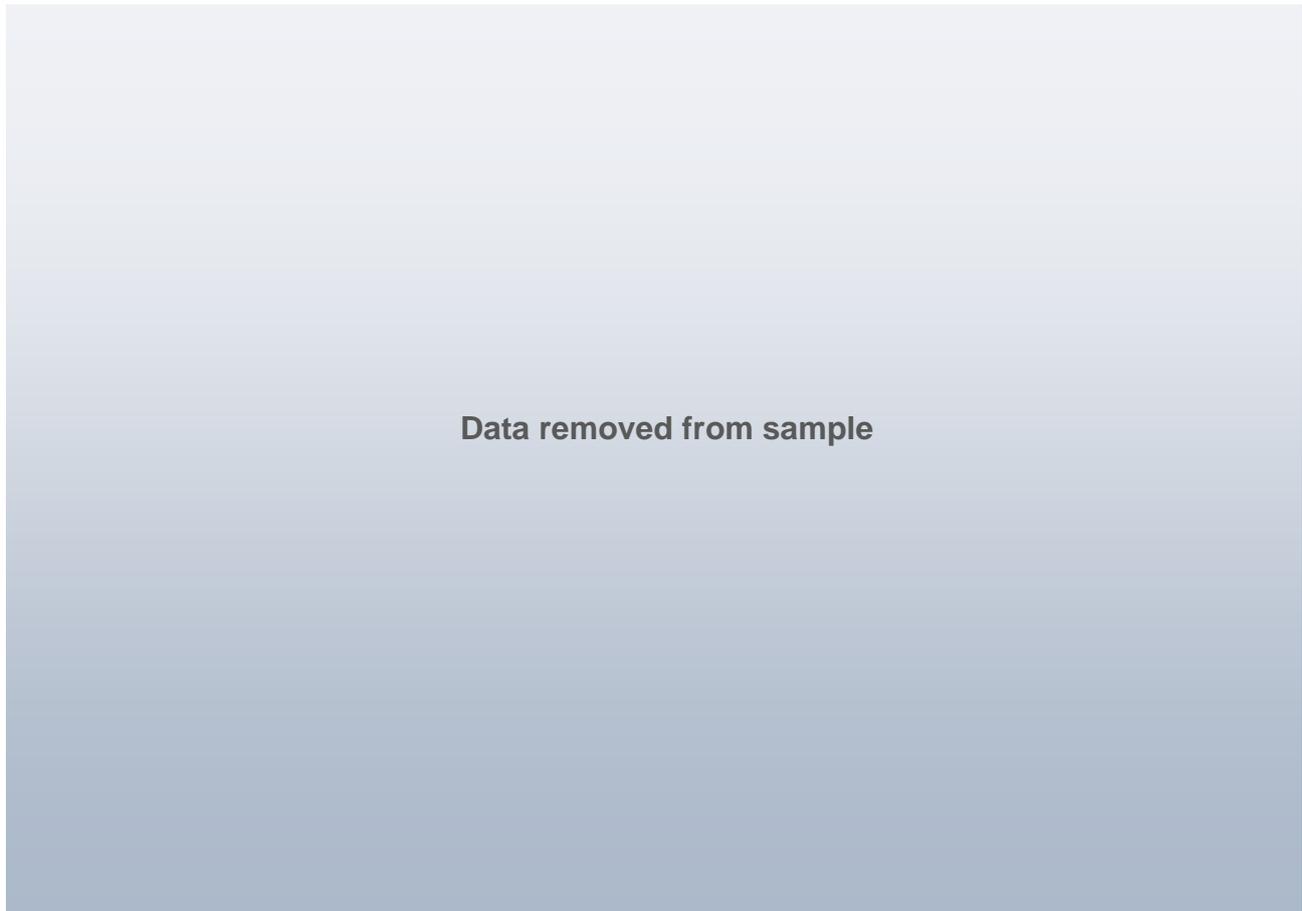
	2020/21	2016-21 CAGR	2016/21 Total
- Indoor Living			
-- Home Textiles			
--- Bath Textiles			
--- Bed Textiles			
--- Kitchen and Dining Textiles			
--- Living Room Textiles			
--- Rugs			
-- Indoor Furniture			
--- Bedroom Furniture			
---- Beds			
---- Chests of Drawers			
---- Mattresses			
---- Wardrobes			
--- Dining Furniture			
--- Home Office Furniture			
--- Kitchen Furniture			
--- Living Room Furniture			
--- Sitting Furniture			
---- Sofa Beds			
---- Other Sofas			
---- Other Sitting Furniture			
--- Storage Furniture			
--- Other Indoor Furniture			
-- Window Covering			
--- Blinds			
--- Curtains			
- Outdoor Living			
-- Barbecues			
--- Charcoal Barbecues			
--- Electric Barbecues			
--- Gas Barbecues			
-- Outdoor Furniture			
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--- Compact Fluorescent Lamps (CFL)			
--- Light-Emitting Diode Lamps (LED)			
Home Furnishings			

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Home Furnishings: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
-------------------------------	------	------	------	------	------



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Home Furnishings: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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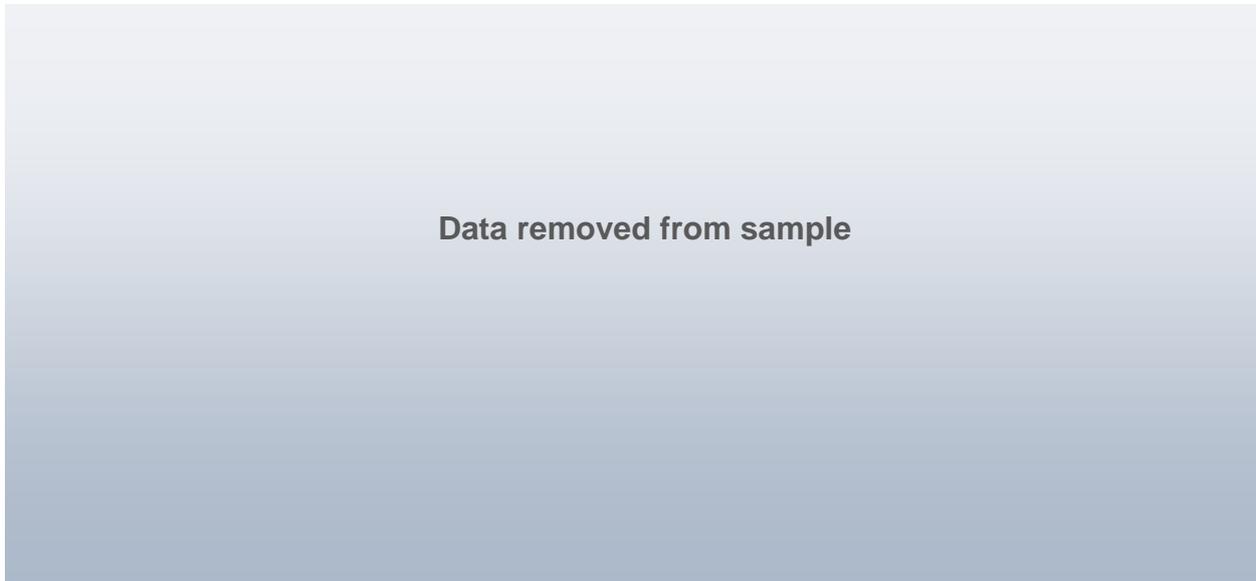


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 LBN Brand Shares of Light Sources: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Distribution of Home Furnishings by Format: % Value 2016-2021

% retail value rsp

	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						
- Homeshopping						

- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Forecast Sales of Home Furnishings by Category: Value 2021-2026

CAD million

	2021	2022	2023	2024	2025	2026
- Indoor Living	Data removed from sample					
-- Home Textiles						
--- Bath Textiles						
--- Bed Textiles						
--- Kitchen and Dining Textiles						
--- Living Room Textiles						
--- Rugs						
-- Indoor Furniture						
--- Bedroom Furniture						
---- Beds						
---- Chests of Drawers						
---- Mattresses						
---- Wardrobes						
-- Dining Furniture						
-- Home Office Furniture						
-- Kitchen Furniture						
-- Living Room Furniture						
-- Sitting Furniture						
---- Sofa Beds						
---- Other Sofas						
---- Other Sitting Furniture						
-- Storage Furniture						
-- Other Indoor Furniture						
-- Window Covering						
--- Blinds						
--- Curtains						
- Outdoor Living						
-- Barbecues						
--- Charcoal Barbecues						
--- Electric Barbecues						
--- Gas Barbecues						
-- Outdoor Furniture						
- Lighting						
-- Lighting Fixtures						
-- Light Sources						
--- Incandescent Lamps						
--- Halogen Lamps						
--- Linear Fluorescent Lamps (LFL)						
--- Compact Fluorescent Lamps (CFL)						
--- Light-Emitting Diode Lamps (LED)						
Home Furnishings						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 8 Forecast Sales of Home Furnishings by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
- Indoor Living			
-- Home Textiles			
--- Bath Textiles			
--- Bed Textiles			
--- Kitchen and Dining Textiles			
--- Living Room Textiles			
--- Rugs			
-- Indoor Furniture			
--- Bedroom Furniture			
---- Beds			
---- Chests of Drawers			
---- Mattresses			
---- Wardrobes			
-- Dining Furniture			
-- Home Office Furniture			
-- Kitchen Furniture			
-- Living Room Furniture			
-- Sitting Furniture			
---- Sofa Beds			
---- Other Sofas			
---- Other Sitting Furniture			
-- Storage Furniture			
-- Other Indoor Furniture			
-- Window Covering			
--- Blinds			
--- Curtains			
- Outdoor Living			
-- Barbecues			
--- Charcoal Barbecues			
--- Electric Barbecues			
--- Gas Barbecues			
-- Outdoor Furniture			
- Lighting			
-- Lighting Fixtures			
-- Light Sources			
--- Incandescent Lamps			
--- Halogen Lamps			
--- Linear Fluorescent Lamps (LFL)			
--- Compact Fluorescent Lamps (CFL)			
--- Light-Emitting Diode Lamps (LED)			
Home Furnishings			

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

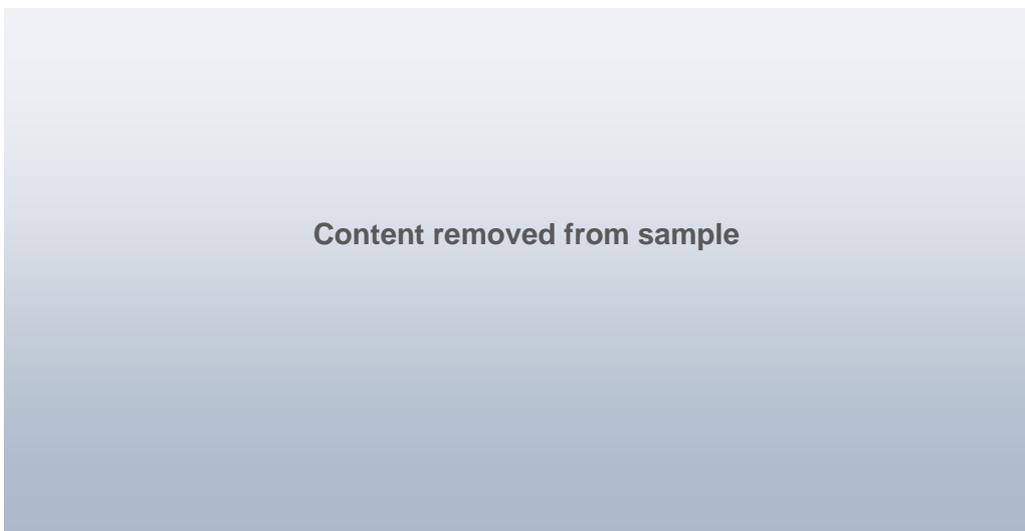
HOME AND GARDEN IN CANADA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

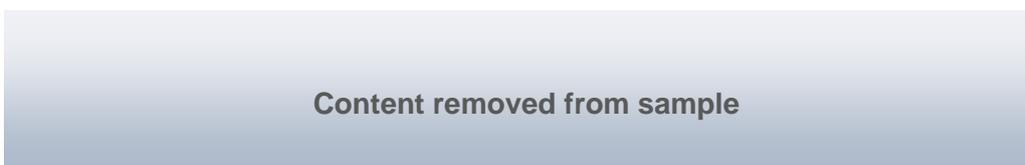
Home and garden in 2021: The big picture

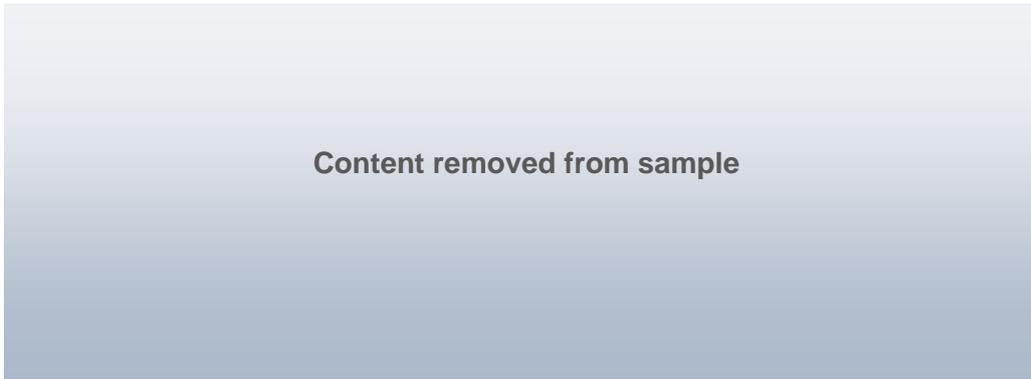


2021 key trends

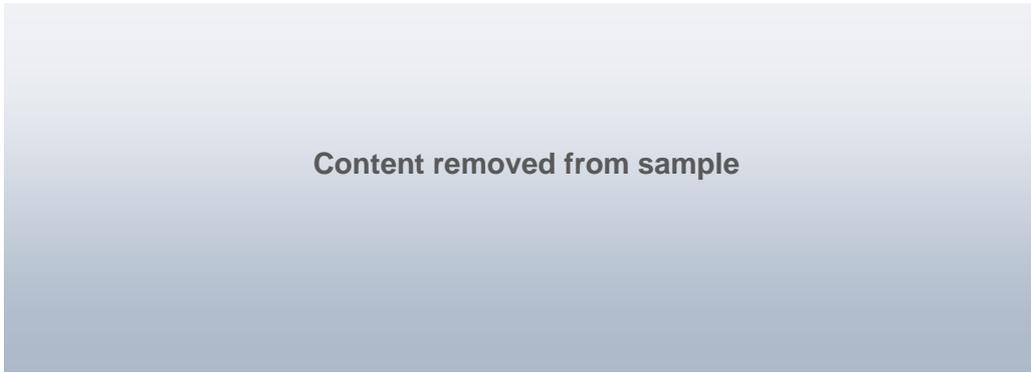


Competitive landscape





Retailing developments



What next for home and garden?



MARKET DATA

Table 9 Sales of Home and Garden by Category: Value 2016-2021

CAD million

	2016	2017	2018	2019	2020	2021
Home Improvement and Gardening	Data removed from sample					
Home Improvement Gardening						
Homewares and Home Furnishings						
Homewares						
Home Furnishings						
Home and Garden						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 Sales of Home and Garden by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Home Improvement and Gardening	Data removed from sample		
Home Improvement Gardening			
Homewares and Home Furnishings			
Homewares			
Home Furnishings			
Home and Garden			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 NBO Company Shares of Home and Garden: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
----------------------------	------	------	------	------	------

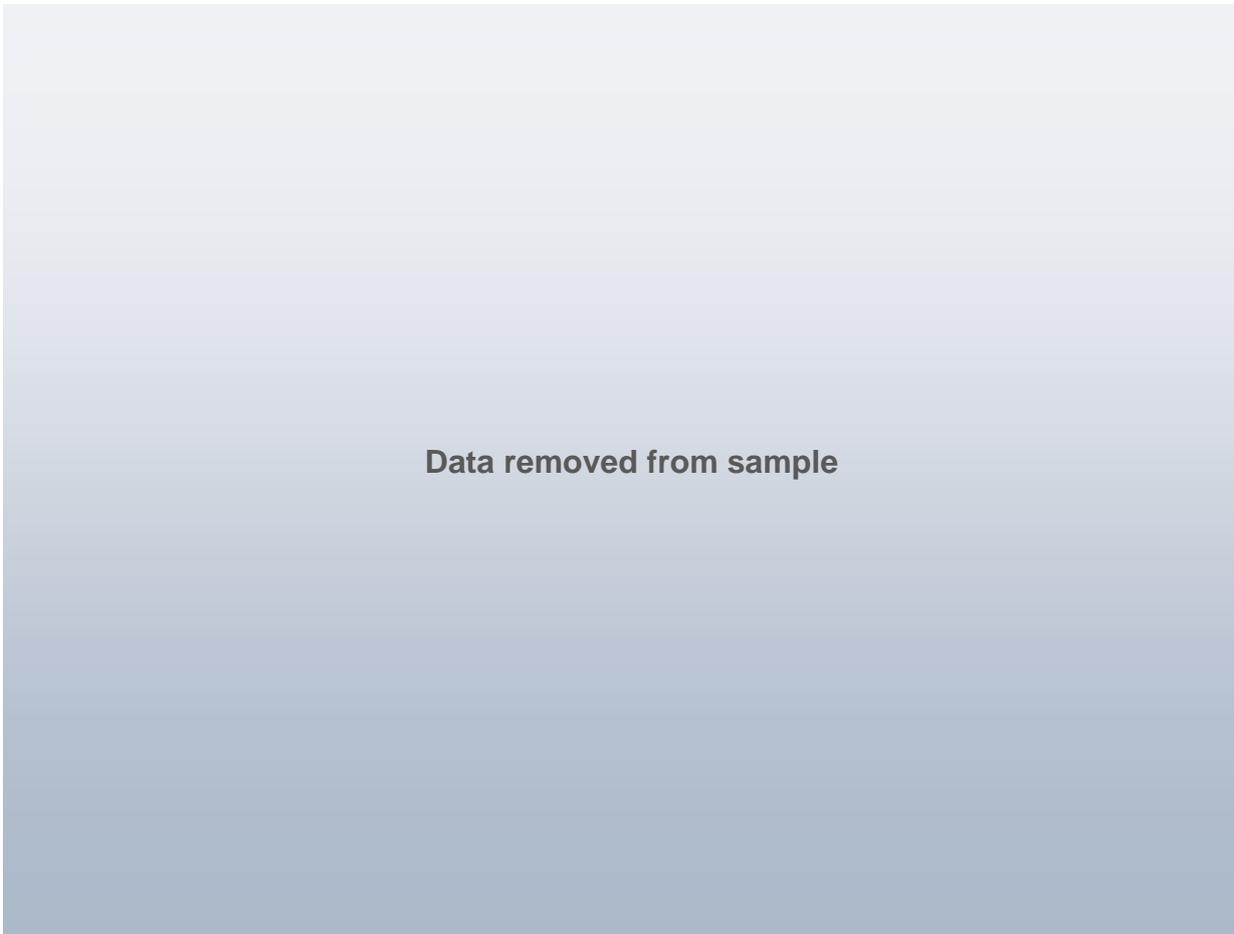
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Home and Garden: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
-----------------------------------	---------------	------	------	------	------





Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Distribution of Home and Garden by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						
- Homeshopping						

- E-Commerce
- Direct Selling
- Total

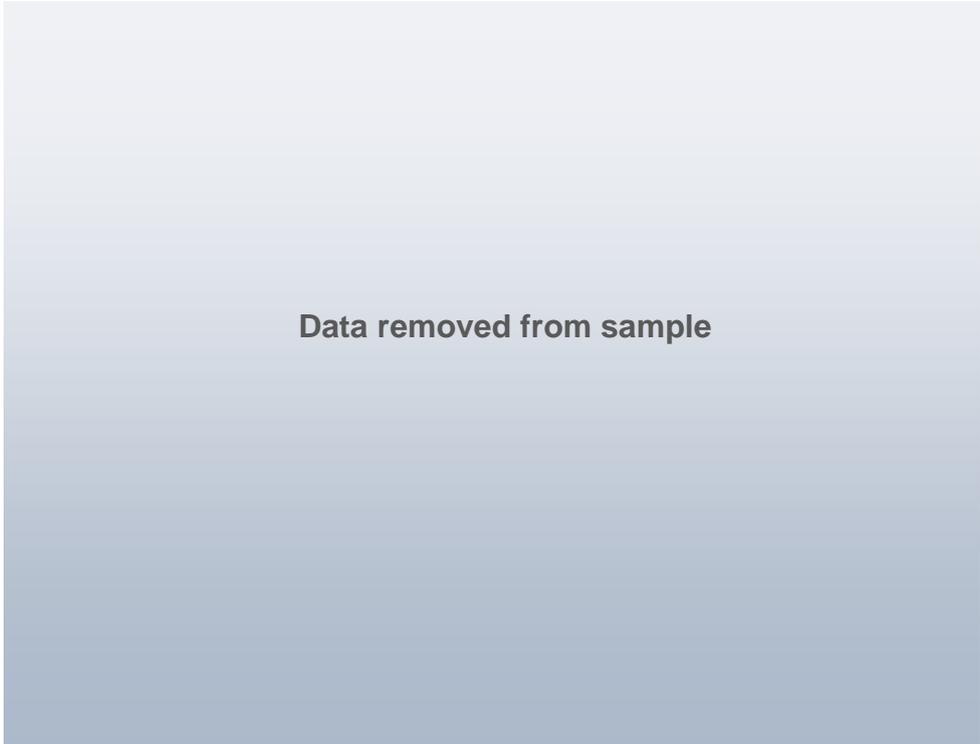


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Home and Garden by Format and Category: % Value 2021

% retail value rsp

	Home Improvement and Gardening	Home Improvement	Gardening	Homewares and Home Furnishings	Homewares	Home Furnishings
Store-Based Retailing						
- Grocery Retailers						
-- Supermarkets						
-- Hypermarkets						
-- Discounters						
-- Other Grocery Retailers						
- Mixed Retailers						
-- Department Stores						
-- Mass Merchandisers						
-- Variety Stores						
-- Warehouse Clubs						
- Non-Grocery Specialists						
-- Home and Garden Specialist Retailers						
--- Home Improvement and Gardening Stores						
--- Homewares and Home Furnishing Stores						
-- Other Non-Grocery Specialists						
Non-Store Retailing						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						



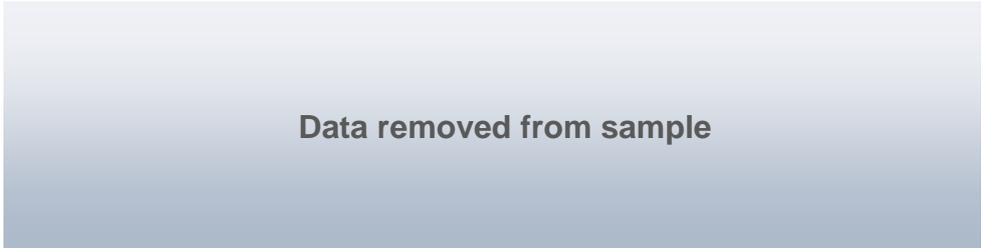
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: HIG = home improvement and gardening; HI = home improvement; GD = gardening; HHF = homewares and home furnishings; HW = homewares; HF = home furnishings

Table 15 Forecast Sales of Home and Garden by Category: Value 2021-2026

CAD million

	2021	2022	2023	2024	2025	2026
Home Improvement and Gardening						
Home Improvement						
Gardening						
Homewares and Home Furnishings						



Homewares
Home Furnishings
Home and Garden



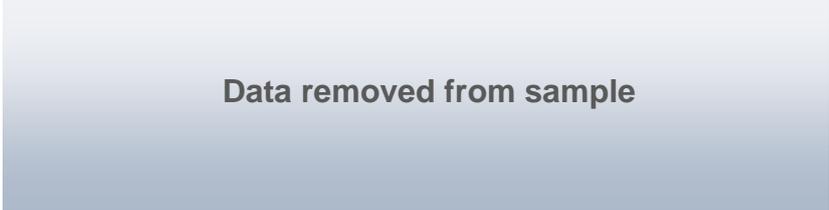
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

% constant value growth

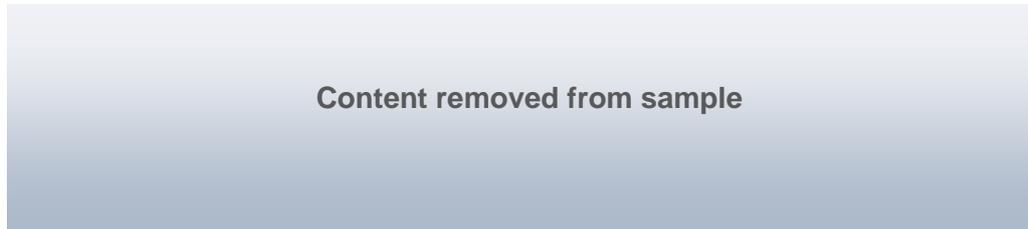
2021/2022 2021-26 CAGR 2021/26 Total

Home Improvement and Gardening
Home Improvement
Gardening
Homewares and Home Furnishings
Homewares
Home Furnishings
Home and Garden



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

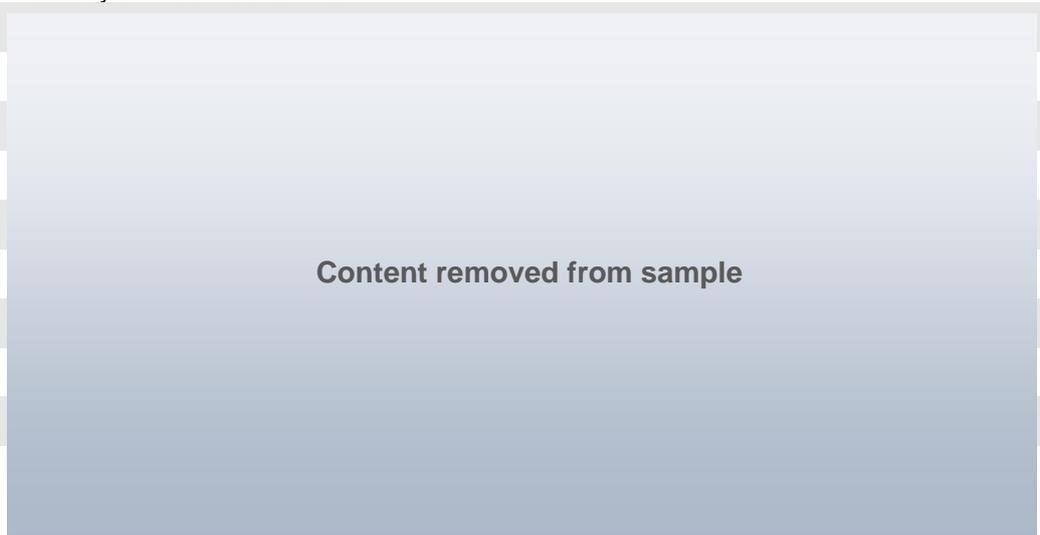
DISCLAIMER



SOURCES

Sources used during the research included the following:

Summary 1 Research Sources



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Source: Euromonitor International