

Home Improvement in France

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Improvement Summary

INDUSTRY PERFORMANCE

Adeo Expands Value Tool Lines to Capture Renovation-Driven Demand

Chart 1 - Adeo launches Essential by Worx tools for renovation-era DIYers

Kingfisher Leverages Private Label and Discount Channels to Attract Value-Seeking Shoppers

Manomano and Tool Rental Partnerships Address the Diy and Pro Blend

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Regulatory-Driven Shifts and Socioeconomic Factors to Impact Home Improvement

Hardware Expected to Remain Central, with Floor Covering Rising

Sustainability and Safety Will Be Two Key Areas Central to Purchasing Decisions

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leroy Merlin and Castorama Extend Their Shares as Private Label Strengthens Value Positioning

Luxens and Dulux Valentine Leverage Biosourced Paint Launches to Capture Sustainability-Driven Demand

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Retailers Adapt with Omnichannel Expansion to Retain Shopper Loyalty

Incumbents Embrace Circularity and Compact Formats to Address Urban and Regulatory Shifts

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 France - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Leroy Merlin Pivots to Value and Proximity as Spending Tightens

Botanic Drives Growth with Climate-Resilient and Compact Gardening Solutions

Chart 16 - Eco-conscious Gardening Fuels Organic and Sustainable Demand

Home Furnishings Leads as Urban Lifestyles Reshape Living Spaces

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Value Growth Expected, Driven by Sustainability Requirements and Circularity

Home Furnishings Will Continue to Lead, but Growth Likely to Remain Cautious

Leveraging the Reach of Supermarkets to Capture Value-Driven Shoppers

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea and Private Label Strengthen Lead as Value Strategies Are Important

But and Conforama Combine Forces as Innovation Targets Value and Sustainability

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Maisons Du Monde Drives Experiential Retail as E-Commerce Rises

Selency and Ikea France Accelerate Circular and Pre-Loved Retail

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-france/report.