



**Euromonitor
International**

Where Consumers Shop for Home and Garden

February 2026

Table of Contents

STATE OF THE INDUSTRY

Key findings

Key facts

Stagnation at global level is best-case scenario for home and garden to 2029

Gardening spend offers the strongest growth prospects, historically and looking ahead

Shape of demand clearly evident when looking across time and category

Expanding marketplaces and wider assortments strengthens retail e-commerce

OFFLINE RETAIL

Home products specialists sustain relevance through experience and differentiation

Department stores fall back while warehouse clubs and convenience retailers grow

Grocery retailers lean into value, while non-grocery accelerates omnichannel

Non-grocery retailers enhance home and garden experiences via physical expansion

Refreshed private label and curated collections help retailers to stay competitive

Convenience and experiential formats reshape home improvement and gardening stores

Screwfix opens city stores to offering convenience to urban areas

RETAIL E-COMMERCE

E-commerce continues to grow as connected consumers prioritise convenience

Social commerce evolves, enhancing experiences for audiences and seasonal demand

Asia Pacific leads in terms of consumer online trust and marketplace expansion

Data-driven personalisation, AR and AI technologies enhance consumer experiences

Wayfair's AI tool "Muse" redefines inspiration and personalisation in home shopping

CONCLUSION

Home and garden retail to evolve from omnichannel to generative engine optimisation

Recommendations for growth

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/where-consumers-shop-for-home-and-garden/report.