

Gardening in Germany

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Gardening Summary

INDUSTRY PERFORMANCE

Horticulture Maintains Broad Appeal Despite Slight Value Decline

Gardena'S Smart Solutions Drive Equipment Upgrades and Urban Appeal

Sustainability Becomes Increasingly Important in Garden Care

Chart 1 - Toom Goes 100% Peat-Free

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Expected to Become the Norm

Action, Woolworth and Tedi Expected to Continue to Reshape Value Channel Dynamics

Gardena and Challengers to Drive Automation and Water Efficiency Boom

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Gardena and Bosch Reinforce Leadership While Private Label Also Has a Role

Ai-Driven Robotic Mowers Accelerate Competition and Challenge Incumbents

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Home Improvement and Gardening Stores Such as Obi and Hornbach Defend Channel Leadership

Action and Parkside Attract Urban Gardeners with Value-Driven Concepts

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Gardening

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Gardening

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home and Garden in Germany - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home and Garden

INDUSTRY PERFORMANCE

Villeroy & Boch, Westwing and Diy Chains Redefine Shopper Journeys with Omnichannel Integration

Chart 17 - Villeroy & Boch Turns Its Hq into a Brand Destination

Discounters Capture Trading-Down Shoppers with Price Investment and Private Label Expansion

Toom, Compo and Gardena Drive Eco-Friendly and Convenience-Led Gardening Choices

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Value and Premium Brands to Shape a Polarised Landscape

Online-First Retailers Integrate In-Store Experiences to Retain Loyalty

Retailers to Substantiate Eco Claims as Circularity Becomes the Norm

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea and Private Label Consolidate as Innovation Reshapes the Competition

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Home Products Specialists Defends Lead with Hybrid Journeys

Action and Woolworth Drive Sales with Value-Led Expansion

Chart 24 - Retail Channels 2020-2025

PRODUCTS

Catalysts for Next-Generation Home Solutions

Pioneering Launches in Smart and Sustainable Design

Chart 25 - Swarovski X Rosenthal Idyllia: Collaboration-Driven Luxury Dinnerware

Commercial Outcomes of Advanced Product Development

ECONOMIC CONTEXT

Chart 26 - Economic Context for Home and Garden

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Home and Garden

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/gardening-in-germany/report.