



Euromonitor
International

Homewares in France

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Homewares Summary

INDUSTRY PERFORMANCE

Gifi Captures Value-Focused Spending as Households Tighten Budgets

Kitchen Products Drive Resilient Sales as Daily Needs Take Priority

Tefal Advances Circularity as Sustainability Reshapes Buying Decisions

Chart 1 - Tefal's RENEW Pans and Recycling Scheme Lead Circular Homewares

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Kitchen Expected to Extend Its Share Due to the Short Replacement Cycle

Resale and Circular Models Expected to Reshape Value and Authenticity for Buyers

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Private Label and Tefal Respond to Shifting Demand and Sustain Leadership

Le Creuset and Duralux Renew Heritage to Strengthen Premium Appeal

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Action and Selency Reshape Value and Sustainability through Hybrid Retail

Circular and Discount Concepts Expand as Value and Sustainability Converge

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Homewares

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Homewares

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.

