



# Home and Garden in Asia Pacific

June 2024

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## REGIONAL OVERVIEW

Gardening the smallest category, but the best performer in recent years

Asia Pacific the only region recording positive sales growth in 2023

Modest growth rates expected in the coming years for home and garden sales

China racks up massive review period losses in the home furnishings category

Gardening the best performer over the 2018-2023 period

Gardening makes gains over 2018-2023, but home furnishings sees major losses

Modest growth in China, but continued decline in Japanese sales

Sustainability trend being seen in India and Indonesia

Retail e-commerce continues gaining share in home and garden...

...but home products specialists remain the dominant retail distribution force

## LEADING COMPANIES AND BRANDS

Home and garden is a fragmented market, particularly in China

Leading player IKEA has a share of just 1%

China the biggest market for the majority of the top 10 players in the region

Nippon Paint moves up the rankings in 2023

## FORECAST PROJECTIONS

India will contribute more than half of the expected new sales over 2023-2028

Sustainable products expected to continue gaining favour

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

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