

# European Homeware Ecommerce Report, 2023

The RetailX Ecommerce Sector Report series offers a retail-focused overview of the state of commerce in a range of sectors, both globally and by country, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

**33%**

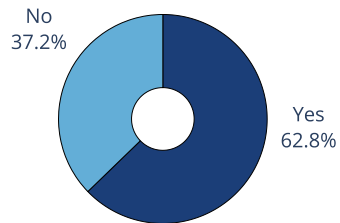
of homeware spend is for living and dining rooms

**41%**

of homeware shoppers have purchased through social media

## Almost two-thirds of German consumers are signed up to retailer subscription services

Usage of retailer-specific subscription services, Germany, 2022



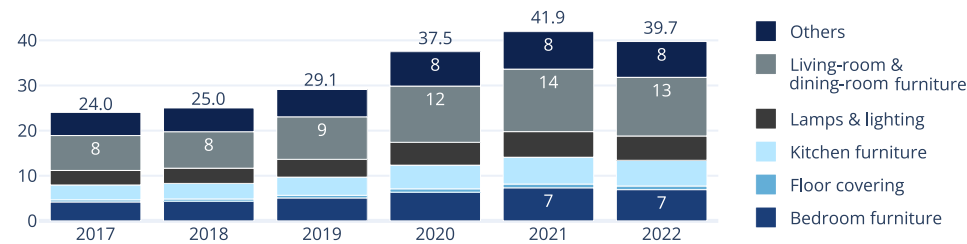
Based on 736 individuals in Germany, aged 16-97, who shop online, Jun 2022. Question: "Do you have any paid subscriptions to any online shopping premium services that provide free or cheap delivery or some other benefit from a specific retailer?"

Source: RetailX Consumer Observatory

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## Homeware ecommerce sales in Europe contracted in value in 2022

Homeware ecommerce revenue in Europe (in bn EUR), 2017-2022

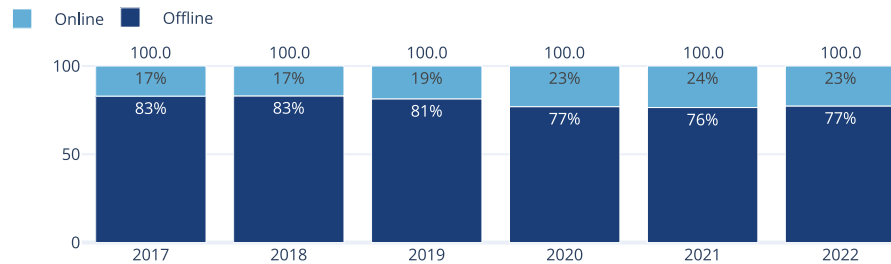


Note: Homewares sector contains data from the source's "Furniture" category  
Source: Statista Digital Market Insights

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## Homeware ecommerce only constitutes a quarter of the sector revenue

Homeware revenue split by channel, Europe, 2017-2022



Note: Homewares sector contains data from the source's "Furniture" category  
Source: Statista Digital Market Insights

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The European homeware sector is a €40bn industry, which saw strong growth across 2020 and 2021, with lockdowns seeing consumers invest in home improvements, home offices and renovations. However, as the world returned to normal, this has slowed in parts of the market, seeing contraction and consolidation

Download the full report: [internetretailing.net/report-hub/retailx-homeware-europe-2023/](https://internetretailing.net/report-hub/retailx-homeware-europe-2023/)



**65%**

of top 50 homeware retailers in Europe are based in Europe

**73.5%**

of European homeware shoppers choose retailer based on sustainability

**23.6%**

of European homeware shoppers pay extra for same day delivery

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