

Quick Guide

Home & Living Marketplaces Europe

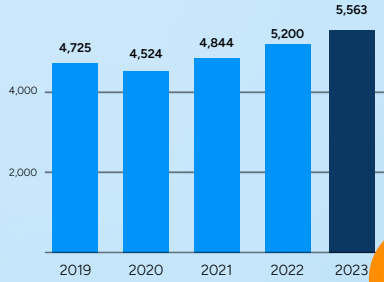
The Home & Living market in Europe, valued at €220 billion in 2023, is rapidly expanding. The substantial growth rate of this industry is fuelled by the rise of remote working and the continued ecommerce penetration throughout the continent. Europe represents the second-largest market globally in this sector.



Market growth

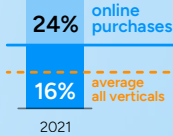
- Global ecommerce revenue for Home & Living was €220 billion in 2023.
- By 2025, this figure is expected to nearly double, rising to €424 billion.
- Europe is the second largest market for Home & Living.

Growth of retail in Europe Home&Living
Total Retail Sales (€ billions)



High proportion of online purchases

In 2021, 24% of all homeware revenue in Europe was made via online purchases, which is higher than the 16.1% average across all verticals.



Regional differences

The European Home & Living market is highly fragmented, with significant variations in ecommerce penetration and buyer power across regions.

- When it comes to the volume of orders placed, the Big 5 (UK, Spain, Italy, France, and Germany) account for 85% of online spending in Europe.
- Western and Northern Europe show higher market penetration and purchasing power.
- Central and Eastern Europe present different challenges with lesser penetration but potential growth opportunities.



Home & Living Marketplaces in Europe



*Click Marketplaces to learn more

Understanding marketplace requirements

Country of registration

It's essential for sellers to register their business in the country where they operate and comply with the specific marketplace regulations within the EU single market.

Shipping solutions and expectations

Different marketplaces have varied shipping solutions, and they set their own expected delivery times that sellers must meet.

Cancellation rates

Marketplaces enforce strict cancellation rates; sellers must ensure they do not exceed the allowable percentage (e.g., 2.5% on Amazon) to avoid penalties such as suspension.

Return policies

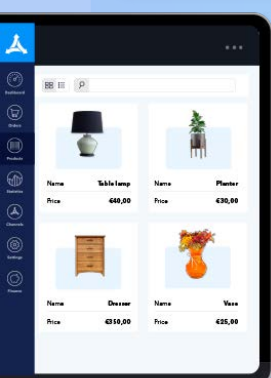
Handling returns efficiently is crucial as sellers must comply with EU laws that allow consumers to return products within 14 days, and some marketplaces may require free returns to enhance customer satisfaction.

Marketplace fees

Marketplaces may charge a range of fees including listing fees, sales commissions, and monthly store fees, which sellers need to account for in their business model.

How ChannelEngine can support your Home & Living marketplace expansion

- Multi-Channel Management:** Integrating multiple marketplaces into one platform streamlines management of product listings, stock, and pricing.
- Product bundling:** This allows you to simplify the buying process for customers, increasing sales, and saving on shipping costs.
- Content translation and currency conversion:** ChannelEngine supports facilitating easier access to multiple European markets and enhancing the shopping experience for local customers.



Ready to expand across the continent?
Book a demo to learn more.

Book a demo

Read the guide

