

PRESS RELEASE

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Global Home
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The Green Industry and Outlook for 2024 – A View from the DIY and Home Improvement Industry

The green and garden living sector continues to play an ever more important role in our members' assortment, and in this regard our members at the European DIY Retail Association and Global Home Improvement Network (EDRA/GHIN) are eagerly anticipating the world's No1. Trade fair in this sector - spoga+gafa.

2024 has indeed seen the powerful return of the international Trade Fairs, and our visits to numerous shows in January has only solidified this belief and once again demonstrated the enthusiasm that is present from the industry to be meeting again.

Amongst our members, we have seen a growing number expanding their assortment and variety of product on offer, with a growing emphasis on outdoor living and recreation, and in turn we expect a record number of our international EDRA/GHIN Members to send a delegation to the upcoming spoga+gafa, and we will be on site each day ensuring they have the most productive and fruitful visit possible.

We also see a continuing trend in consumers desire to purchase more sustainable products, and this ties in perfectly with the central theme of spoga+gafa 2024 – “Responsible Gardens.” The garden lifestyle sector is perfectly placed to play a vital role in this shift to green living, as customers strive to become more connected with the outdoor and green space around them.

Today the EDRA/GHIN Network has 229 home improvement companies as members, and we continue to see that those companies who enthusiastically visit trade fairs, looking for new and innovative products, are much more successful than those who don't.

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EDRA/GHIN is the voice for the home improvement industry globally, representing the entire spectrum of the home improvement industry, from local corner shops, digital players, and big box retailers. Today EDRA/GHIN represents 229 home improvement companies operating over 33,900 stores in 79 countries.