



The Home & Living Marketplace Guide Europe



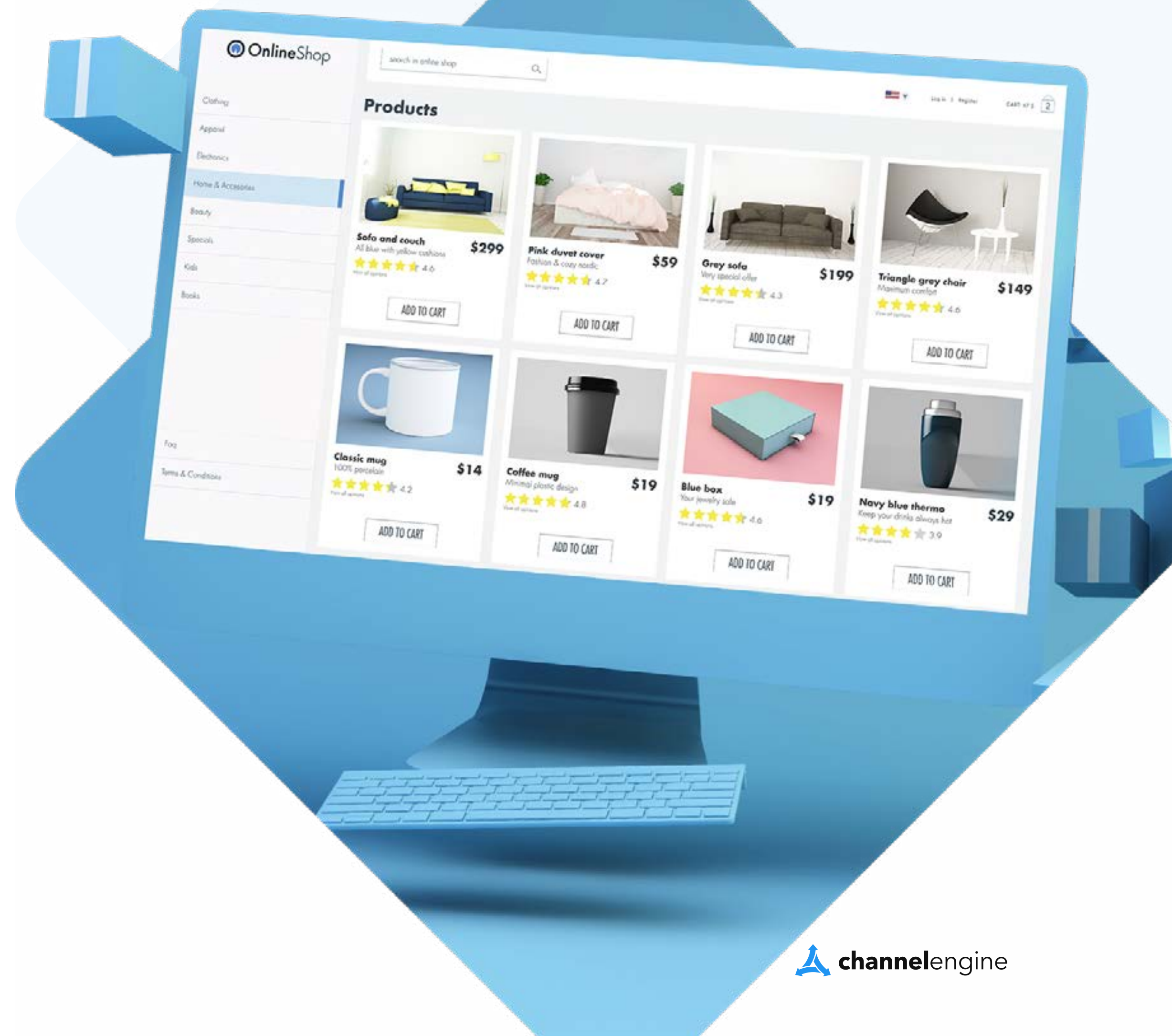
Home & Living is growing fast!

Home & Living global ecommerce revenue hit €220 billion in 2023¹. By 2025, global revenue in this vertical is expected to nearly double – rising to €424 billion².

In 2023, Europe accounted for \$54 billion of Home & Living ecommerce sales, approximately 22% of global sales, making Europe the 2nd largest market for Home & Living. In 2021, 24% of all homeware revenue in Europe was made via online purchases, higher than the 16.1% average across all verticals³.

Buyer demand is there: as a percentage of total sales, European buyers are spending more via ecommerce channels on Home & Living – and this buyer behavior shows no sign of slowing down.

In 2023, Europe accounted for \$54 billion of Home & Living ecommerce sales.



Growth catalysts for the Home & Living category

Why is the Home & Living category growing so fast? Because of the paradigm shift in retail from the Covid-19 pandemic. In 2020, global Home & Living sales grew 20% YoY, shifting down to a still-impressive 9.7% growth in 2021⁴. These numbers have continued to grow since; Home & Living ecommerce sales are expected to grow by an additional 5.5% YoY by 2025.

However, this shift in buying behavior did not recede along with the pandemic. Instead, Home & Living purchases through ecommerce channels have been growing due to the confluence of two events: the increasing adoption of ecommerce and the continued practice of remote work.

Consumers love online shopping due to the ease of shopping any time of day, free shipping options, and the ability to easily compare products⁵. Remote work requires a home office, which necessitates new or upgraded furniture. These factors combine to create a permanent shift in buyer behavior.

As buyers have shifted online and away from brick-and-mortar stores, brands have shifted with them. The challenge that brands face is how to cut through the rapidly increasing competition to get a customer's attention. How can brands differentiate their products in a sea of Home & Living goods? Simply having a native ecommerce store isn't enough to rise to the top of a Google search for "red sectional sofa," nor is simply listing your product on Amazon and calling it a day.

Instead, brands need to examine their line of products in relation to the fragmented market landscape within Europe. Competing in Home & Living ecommerce in Europe requires finding the right market and the right ecommerce marketplace that matches the line of products a brand is selling.



Europe: a market of markets

While the European market offers a wealth of buyers for brands to engage with, thanks to an ecommerce penetration rate 75%, the opportunities for brands are not equal across the board. Europe's ecommerce ecosystem can be broken down into both region and country – with Western and Northern Europe commanding more market penetration and purchasing power compared to Central or Southern Europe.

In other words: the European market landscape is fragmented. Instead of "selling in Europe," brands need to be thinking about "selling in France, Germany, the Netherlands, Poland, etc." Each of these national markets has its own trends, buyer profiles, and select marketplaces that you will need

to engage with as you expand into different countries.

GfK, a German market research company, calculates that The Netherlands has a purchasing power of €25,000 per person – about 40% higher than the European average⁶. France has a similar purchasing power of €23,000 per person⁷. Based on this data alone, you'd think that buyer behavior in France and The Netherlands would be similar.

Why does the purchasing power of a market matter?

Home & Living brands that are looking to expand into new markets need to appreciate the differences in disposable income that are present in each market.

If all that data made you feel a little dizzy, don't worry: we're here to help. Expanding into different marketplaces across the continent requires foresight and a well-plotted strategy.

Here are the key pieces you must keep in mind when developing your expansion strategy.



Determine your buyer persona

When you think of the buyer persona of IKEA, what comes to mind?

New renter? Young couple right out of University? People who enjoy directions with funny drawings?

Ikea made a name for itself by offering affordable, easy-to-assemble furniture that is durable. These qualities have made it popular with people looking to outfit their house or apartment without having to spend a lot of money or worry about furniture breaking down quickly.

People who fit that buyer persona? Young professionals, new parents, University students – not necessarily folks who are buying their second house or looking to furnish their yacht.

Each market within greater Europe has a range of buyer personas from the budget-conscious to the ultra-wealthy. But buyer personas go simply beyond wealth and disposable income. Certain buyers are looking for quality, durable purchases they won't need to replace, while others are simply looking for a new piece that brightens their room – regardless of longevity.

The average size of home is another key factor to consider. Germany has an average home size of 109 square meters and a purchasing power of €27,848 per capita. Spain has a somewhat similar size average home of 97 square meters, yet their average purchasing power is €16.6 thousand.



Determine your buyer persona

Spanish consumers, therefore, have similar-sized homes to German consumers (and therefore similar purchase needs), yet they have different disposable income levels.

Conversely, countries like Finland and Sweden have high purchasing power levels, yet have some of the smallest average homes in Europe. They have high income levels, but not a lot of room for new furniture.

Buyer personas in Spain or Greece, therefore, might be buyers who have large houses to fill, yet are looking for more affordable furniture options. In Finland and Sweden, buyers might be looking for higher quality pieces, but fewer or smaller pieces to fit into their homes.

Once you determine the ideal buyer persona for your products, you can then determine which markets you want to focus on.



Determine which European markets you want to target

Most countries in Europe are part of the EU and therefore benefit from the free flow of goods and people. This means that a business in Germany can ship a table to a customer in Belgium without border checks, customs paperwork, or even changing currencies.

However, there are a few European countries, chiefly the United Kingdom, that are not part of the EU and therefore are subject to import restrictions.

Great, you may be thinking, I'll simply sell throughout the EU.

Not so fast!

Certain countries in the EU may have more in common economically with countries outside of the EU. The UK has a very highly developed economy with high purchasing power – nearly identical to that of Germany. Buyers in Germany may be more similar to those in the United Kingdom than, say, Poland, even though Germany and Poland are both in the EU and use the euro.

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. If you're going after volume of sales, then these 5 countries are ideal points to target.



Lastly, you must account for distance and transit time. Palermo and London are thousands of kilometers away from each other, even though both happen to be in "the Big 5." If you're just getting started, you may benefit from thinking regionally.

Say for example that your brand starts selling in Germany and you're looking to expand. Even though Austria doesn't have nearly the same volume of purchases as Spain, both Austria and Germany are serviced by XXXLutz and Amazon.de. Therefore, it may be prudent to expand locally first.



List on multiple marketplaces

Don't confine yourself to a single online marketplace!

Online marketplaces or channels often have regions of service. XXXLutz focuses on central Europe (Austria, Germany, Czechia, Slovakia), while Bol focuses on the Benelux region.

If you want to expand into a specific European region or market, you'll need to sell on a channel that services that country. Going multinational, therefore, will mean selling on multiple channels.

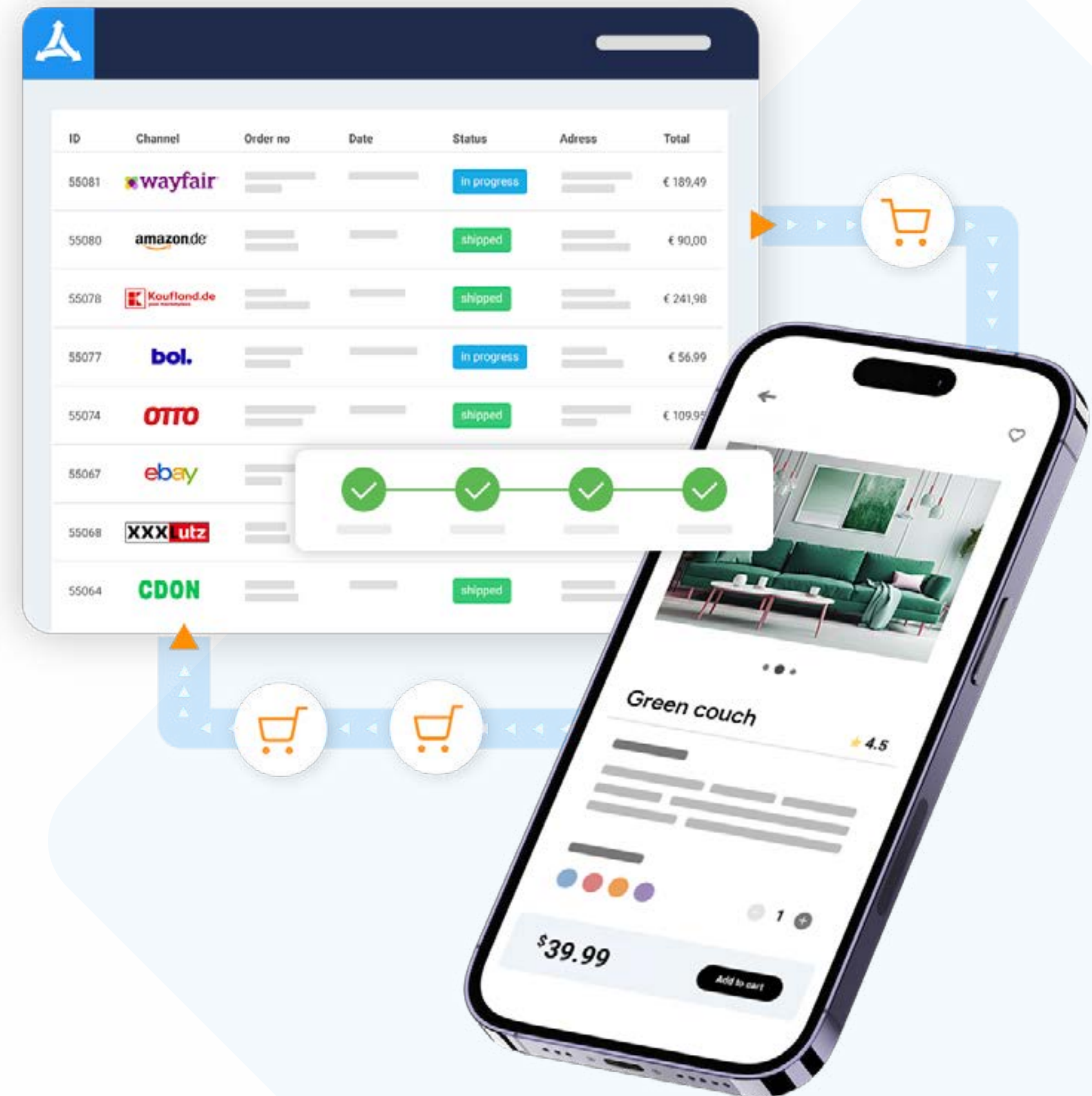
Selling on markets does more than simply expand your reach; it also improves your SEO. More listings on more sites means more opportunities for Google or Bing or DuckDuckGo to show your site to a potential searcher.



List on multiple marketplaces

The challenge, of course, will be to manage all of these listings across disparate channels. Manually updating pricing, inventory, translations, and listings for every product across a dozen channels to capture the bulk of Home & Living buyers in Europe becomes almost impossible.

Ecommerce integration software, like ChannelEngine, connects brands to hundreds of marketplaces through a single integration. This lets brands manage stock, update pricing, optimize product listings, and visualize entire sales operations from one single platform.



Find the marketplaces that match your place in the market

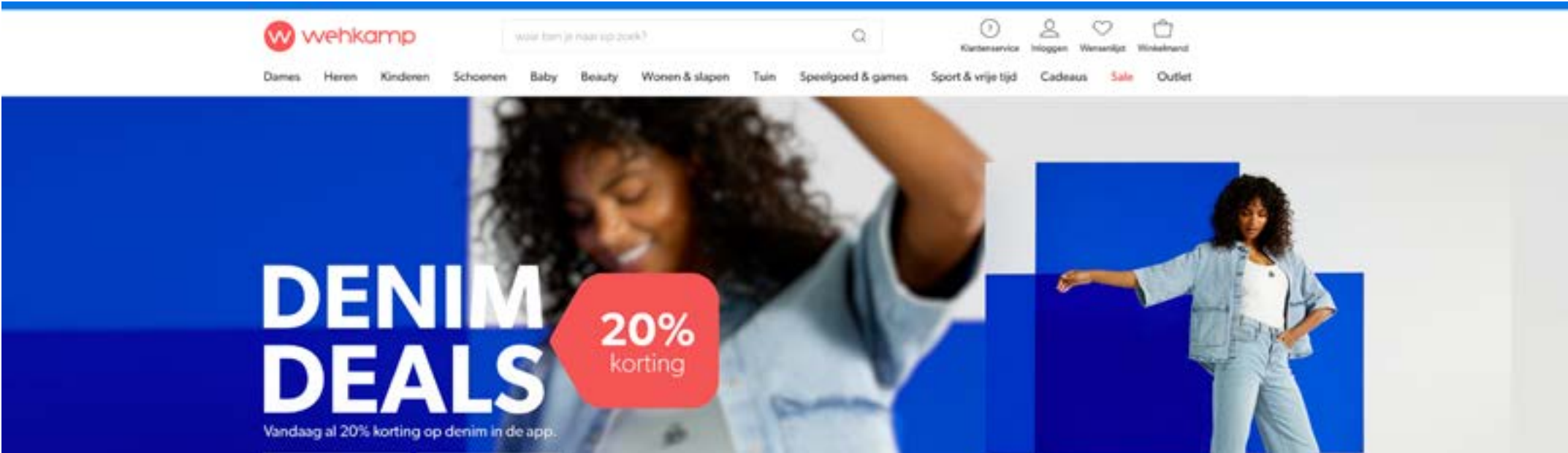
Your product line is unique; it's not one-size-fits-all. Similarly, each marketplace in Europe is also unique; they cover specific niches and target unique buyer personas. What brands need to do is find the right marketplaces that help them expand into their new markets as well as connect with their ideal buyer personas.

For example, if your new bookshelf business were looking to expand into Italy and Greece, you wouldn't list on XXXLutz, since they focus primarily on Central European markets.

To help you identify the right Home and Living marketplaces or channels for your brand, we've compiled the top 25 Home and Living marketplaces.



Wehkamp

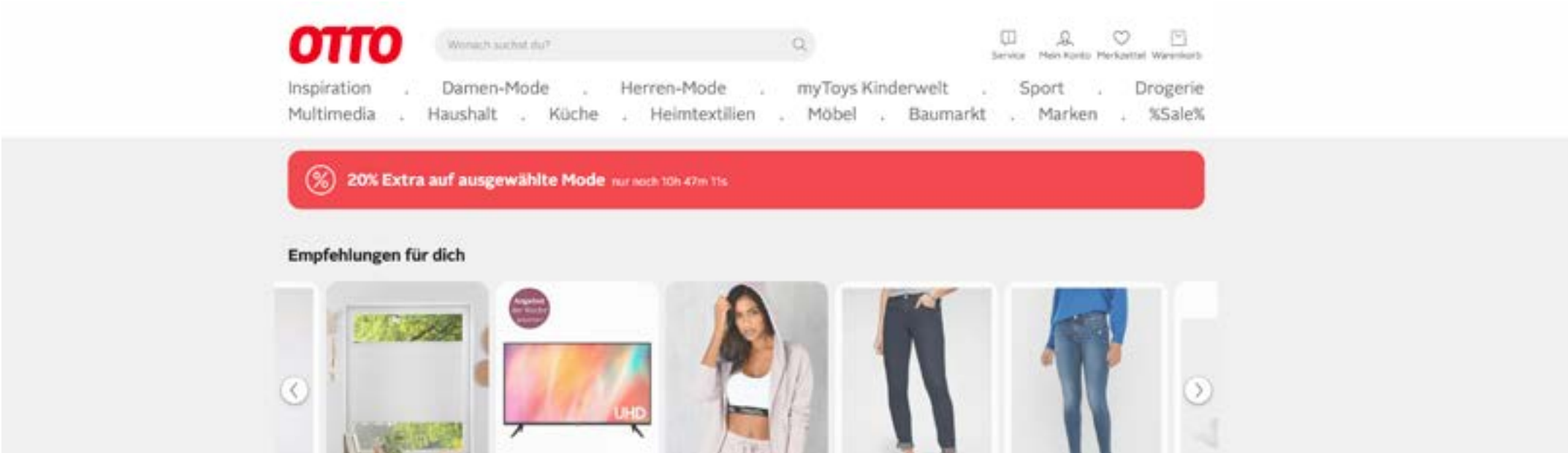


Popular Markets	The Netherlands, Belgium
Special Features	Invite-only home & living marketplace

[Learn more >](#)

Wehkamp is an online department store that focuses on providing families with a carefully curated collection of home & living and fashion selections. They are invite only. If selected as a partner, your brand will get access to their 13 million monthly visitors.

Otto



Popular Markets	Germany
Special Features	#3 ecommerce site in Germany

[Learn more >](#)

Otto is a German marketplace that focuses on health & beauty, home & living, garden & DIY, fashion, sports, and electronics. They have 10 million active customers, and process up to 10 orders every second. That's 86,400 orders every day.

Maisons Du Monde

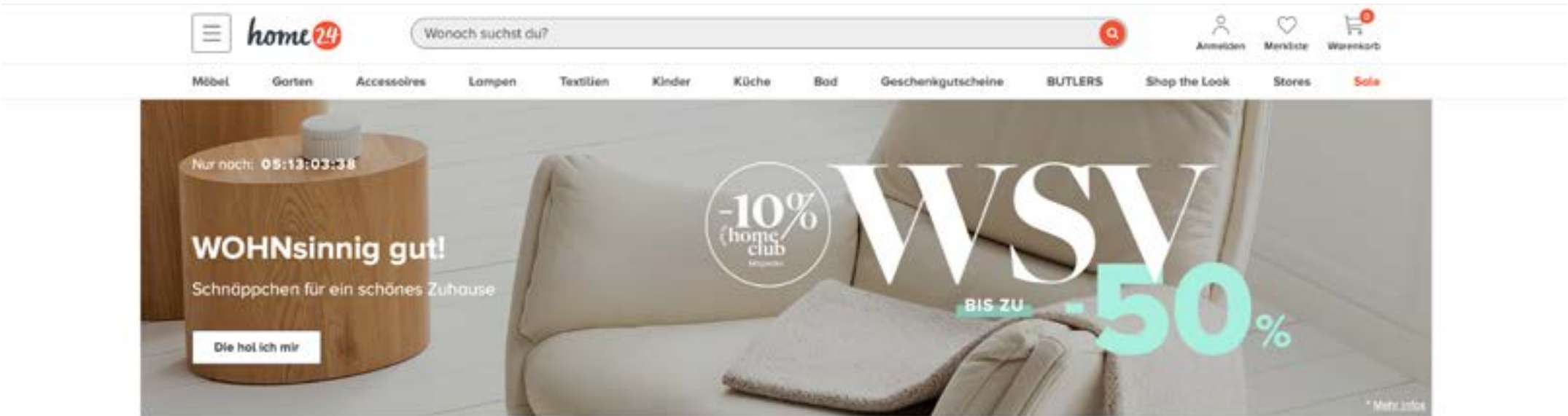


Popular Markets	France, Italy, Germany, Spain
Special Features	#4 Home and Garden market in France

[Learn more >](#)

Maisons Du Monde is a marketplace for stylish home furnishings that has 12 million monthly visitors, primarily from France. Interested sellers will need to contact Maisons Du Monde and pass a portfolio review to ensure their products fit well with Maisons Du Monde curated collection.

Home24

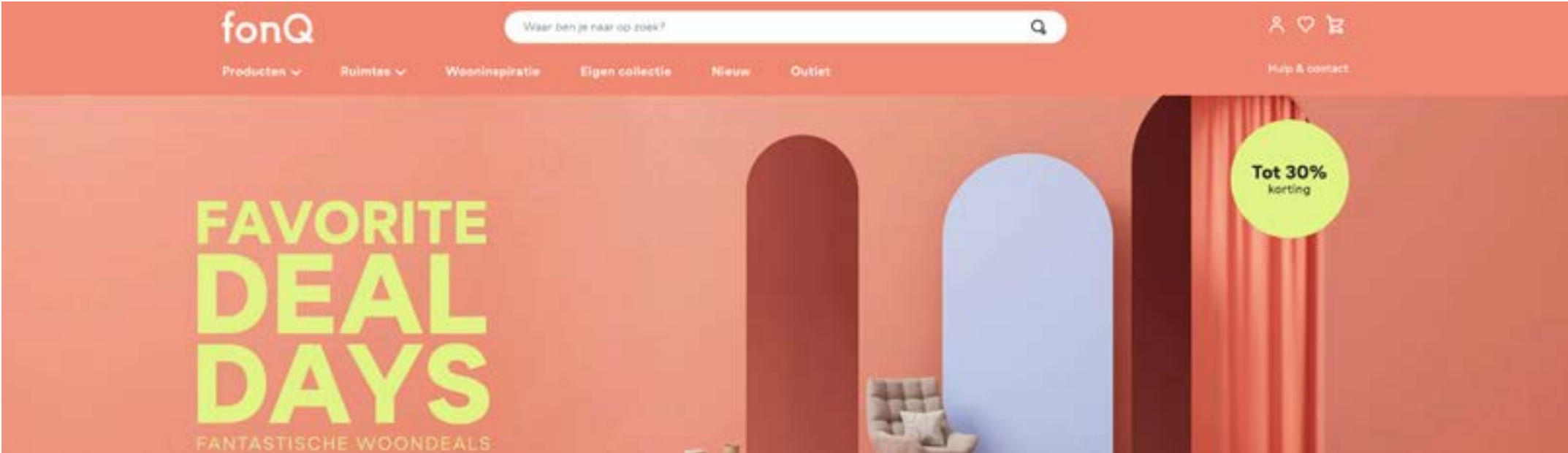


Popular Markets	Germany, Austria, France, Switzerland, Belgium, Italy
Special Features	Pure-play home & living marketplace with curated selection

[Learn more >](#)

Home24 is a niche, dedicated home & living marketplace with a hybrid online/offline model. They provide a curated selection of 200,000 different home goods to 2.1 million customers in 8 countries in Europe and South America.

FonQ

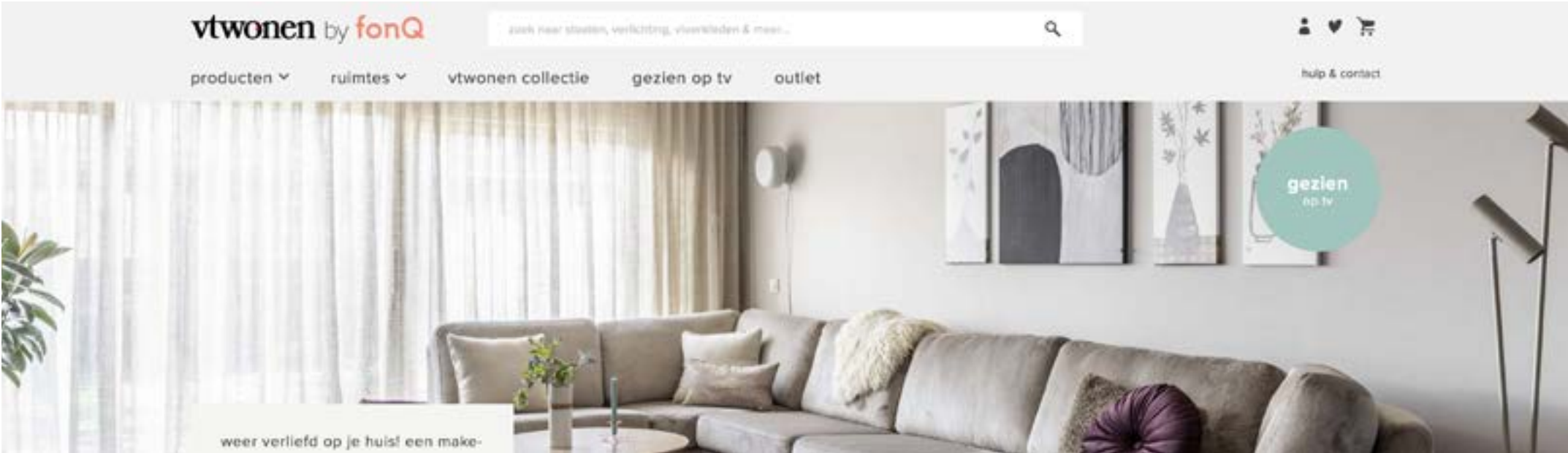


Popular Markets	The Netherlands, Belgium
Special Features	Awarded best online shop in The Netherlands for 2021

[Learn more >](#)

FonQ is a Dutch home & living-focused marketplace that serves The Netherlands and Belgium. They’re a closed marketplace, meaning that sellers need to be accepted based on the quality of their products. Buyers can choose from 70 million different listings across 50 different categories including furniture, home accessories, lighting, and garden & balcony.

Vtwonen



Popular Markets	The Netherlands
Special Features	a distinct line curated by FonQ

Vtwonen is a smaller, carefully curated collection by FonQ of 300,000 products. FonQ selects products and sellers that are already listed on their FonQ platform to then be featured on their Vtwonen marketplace as well. Want to be listed on Vtwonen? Start with FonQ first!

Bol



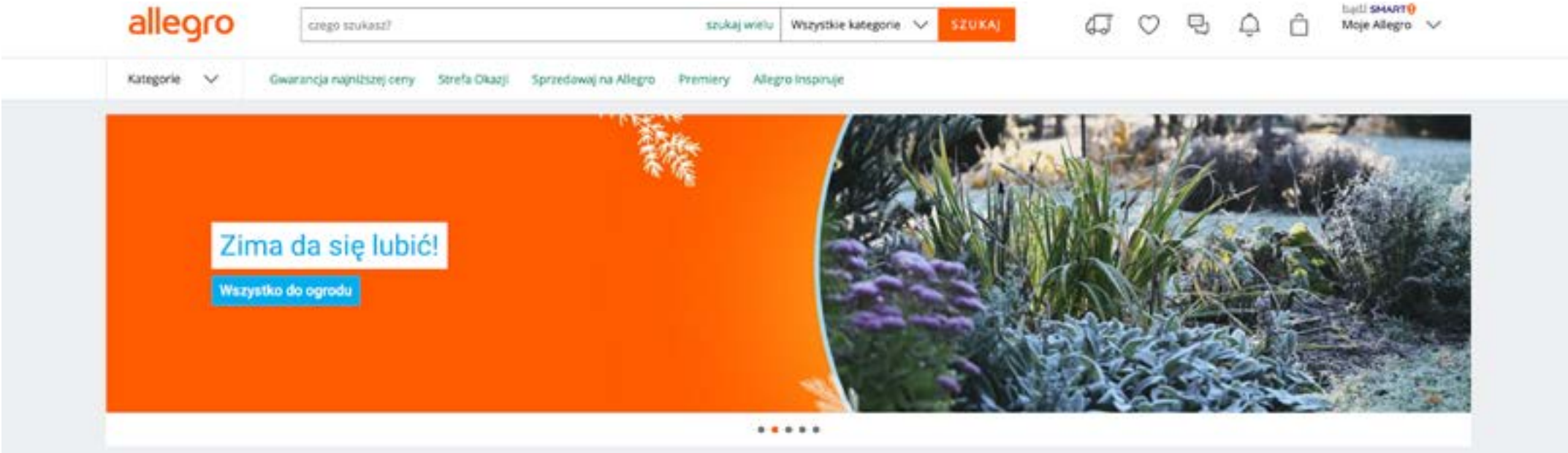
Popular Markets	The Netherlands, Belgium
Special Features	# 1 ecommerce platform in The Netherlands

[Learn more >](#)

Bol – a subsidiary of the Ahold Delhaize group – has exploded from its humble beginnings as a Dutch online bookstore to become the largest ecommerce platform in The Netherlands. In Q1 2023, Bol had €1.3 billion in gross merchandise volume sales, 65% of which came from their sales partners – 52,000 of them!

Bol has 64.9 million monthly visitors from the Netherlands and Belgium.

Allegro



Popular Markets	Poland, Czechia
Special Features	# 1 ecommerce platform in Poland and Czechia

[Learn more >](#)

Allegro has 20 million monthly visitors, the vast majority of which are from Poland. Visitors can select from over 290 million products across a broad range of categories including home furnishings. Allegro has a presence in 6 major Central European markets, but ships to 24 European countries (excluding Cyprus and Malta).

Kaufland



Popular Markets	Germany, Czechia, Slovakia
Special Features	Global Marketplace enables sellers to sell on country-specific channels

[Learn more >](#)

Kaufland is a Germany-based hypermarket chain that has an extensive home & living division. Sellers can join their Global Marketplace program to gain access to 30 million monthly website visitors, as well as 1400+ physical stores in 8 countries in Central, Southern, and Eastern Europe.

Leen Bakker



Popular Markets	The Netherlands, Belgium
Special Features	Curated furniture collection

[Learn more >](#)

Leen Bakker is a small Home & Furniture ecommerce channel that focuses primarily on customers from The Netherlands, as well as a small percentage of consumers from neighboring Belgium. Like FonQ, Leen Bakker provides a curated selection of home & living products to its 3 million monthly visitors. Sellers will need to apply by email and be accepted before listing on Leen Bakker.

Blokker

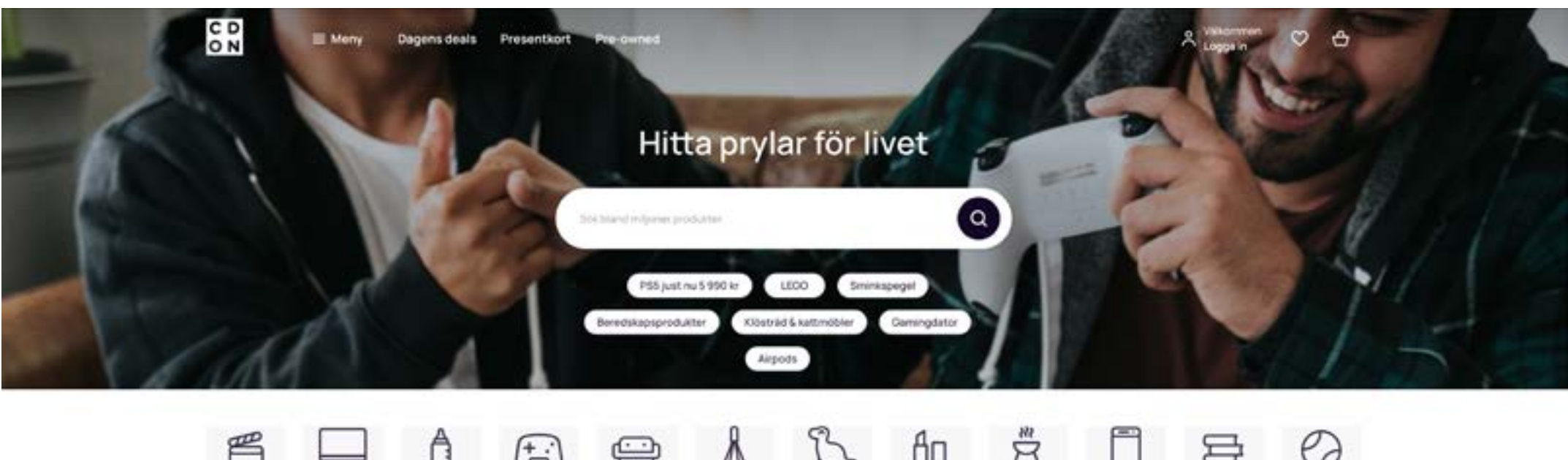


Popular Markets	The Netherlands
Special Features	Curated Home & Living selection

[Learn more >](#)

Blokker is a niche Home & Living marketplace that serves 6 million monthly visitors. Products focus on quality and must fit into one of their 13 categories, including appliances, travel bags, living & leisure, barbecues, and coffee & tea. Interested sellers will need to be approved after submitting an application.

CDON

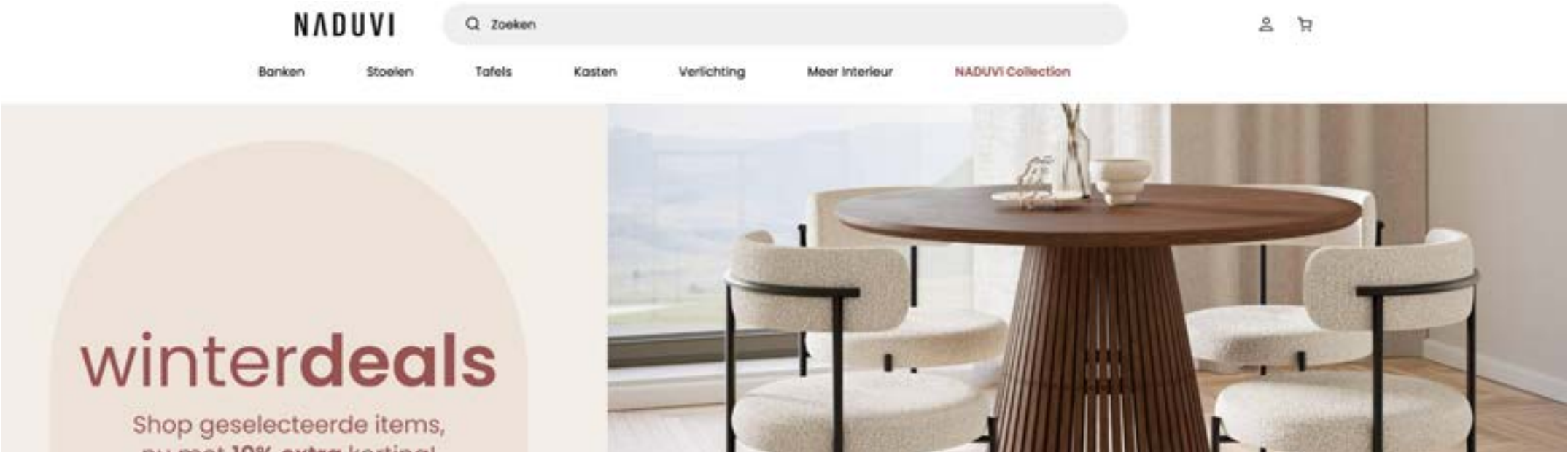


Popular Markets	Sweden, Norway, Denmark, Finland
Special Features	#1 online marketplace for The Nordics

[Learn more >](#)

CDON is a cross-category online marketplace that features products from beauty, home & living, electronics, gaming, books, and more! CDON serves 2 million customers across the Nordic region, has over 1600 sellers, and offers over 12 million products. Buyers gravitate to products with titles and descriptions in their local languages, so localization is a must!

Naduvi



Popular Markets	Germany, Belgium, The Netherlands
Special Features	Direct-to-consumer channel to sell overstock furniture

[Learn more >](#)

Naduvi is a small, but first-of-its-kind marketplace that lets brands list their overstock furniture at a discount. Sellers must list at least 50% of their inventory for 30% off or more. While their monthly visitor count is small, at 400,000, they offer a niche channel that can help brands reduce their excess stock.

XXXLutz

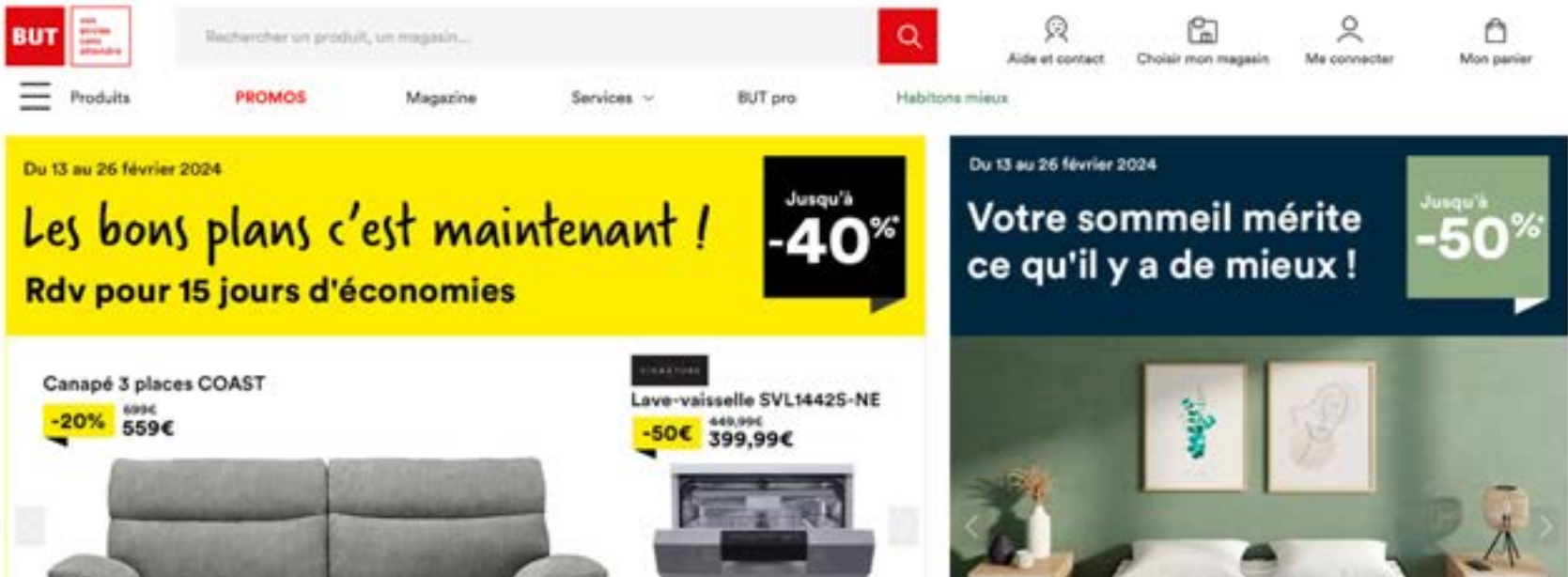


Popular Markets	Germany, Austria
Special Features	#2 furniture channel in Germany

[Learn more >](#)

XXXLutz is a rapidly growing furniture & homeware chain with both an online marketplace and brick-and-mortar stores, serving 13 countries across Europe. Furniture sales make up 60% of all sales, with 32% of sales coming from homeware, and the remaining 8% from electronics.

BUT



Popular Markets	France
Special Features	Largest home equipment store network in France, #2 Furniture marketplace in France.

[Learn more >](#)

BUT focuses on three product lines: home goods, home appliances, and electronics. They have 57 million page views per month, and the company carefully vets each seller to ensure their products meet the company’s quality specifications – including eco-certification. They have a dedicated and loyal customer base, which they have built up thanks to their commitment to reliability, customer service, and item quality.

INNO

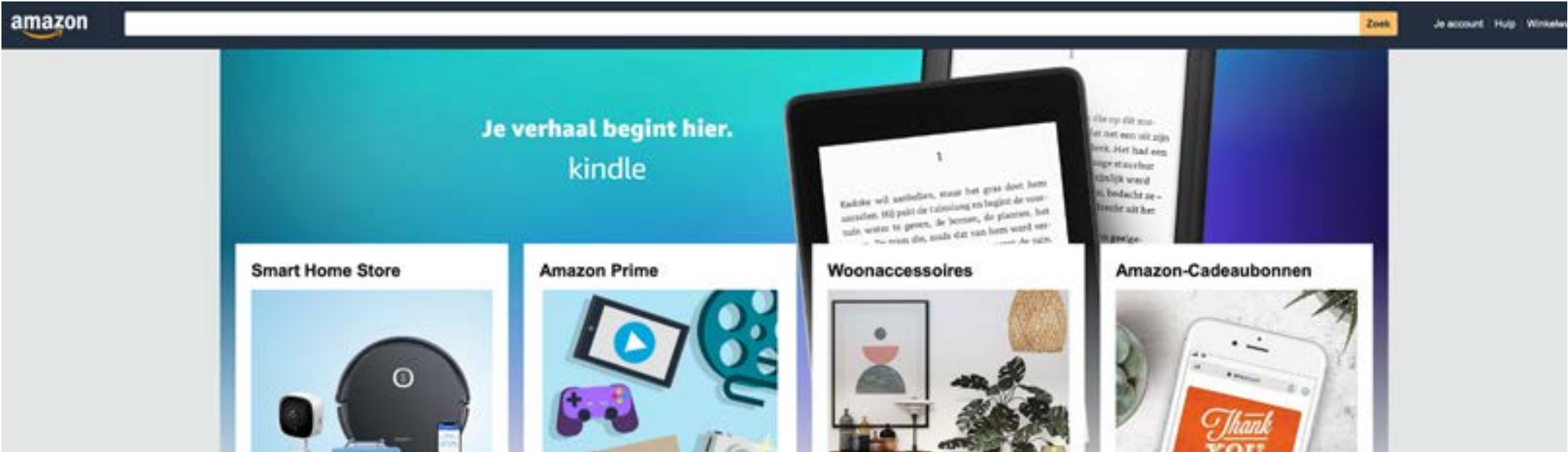


Popular Markets	Belgium, The Netherlands
Special Features	Largest department store in Belgium

[Learn more >](#)

INNO has 16 physical department stores and has 4 million monthly visitors to its webshop. They focus on clothing, health & beauty, home & garden, and travel. The bulk of their sales come from their fashion division, but they support a healthy home & living department. INNO’s collection is curated, meaning they will need to see your products and approve their quality before adding your listings to their marketplace.

Amazon



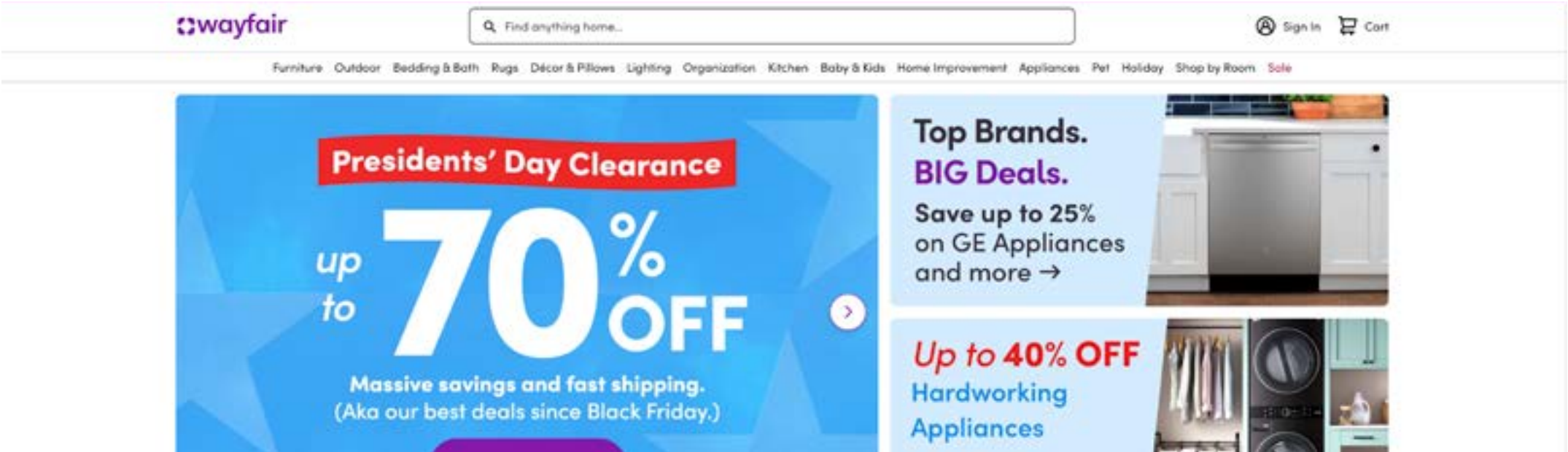
Popular Markets	Europe
Special Features	#1 marketplace across The Big Five

[Learn more >](#)

Amazon is the most popular online marketplace in Europe, with €50 billion in annual revenue. 176 million customers from the UK, Spain, Germany, France, and Italy visit the site monthly, and purchase 2,700 products per minute.

However, Amazon comes with a major drawback: the price you list on Amazon must be at or below the price on any other channel. With Amazon charging high fees, this can box in sellers who may be looking to increase their margins on sales

Wayfair

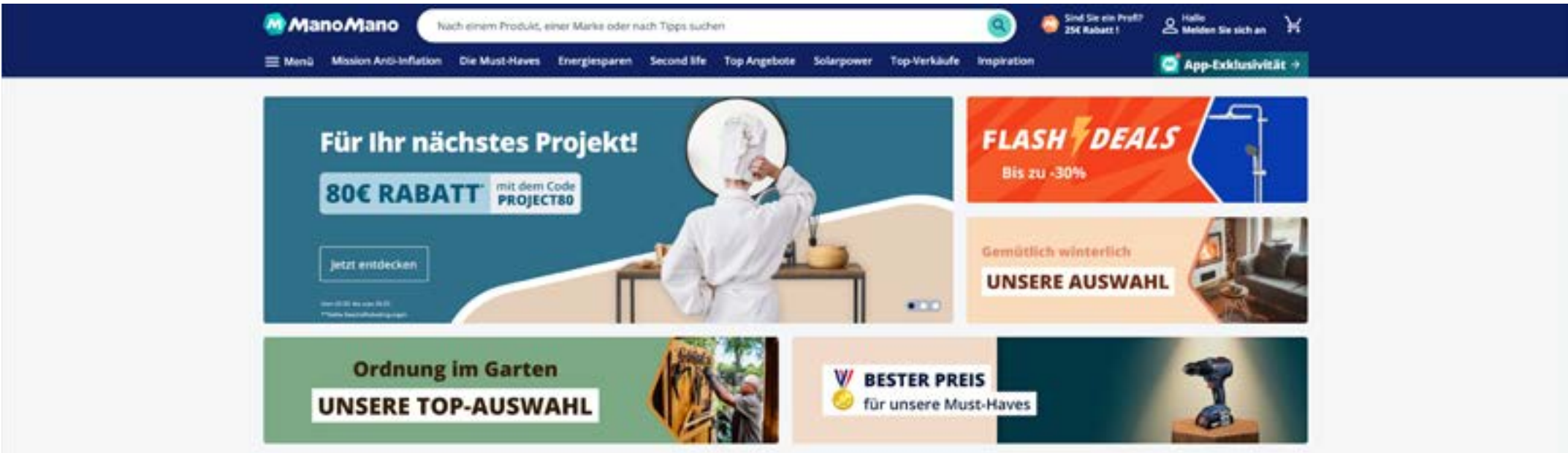


Popular Markets	Germany, UK, France
Special Features	Commission system pays for products upfront

[Learn more >](#)

Wayfair is a growing player in the European Home & Living marketplace segment. Focused primarily in the US, it now has operations based in the UK and Germany, enabling shipping throughout Western Europe. Wayfair lists over 5000 brands for furniture, lighting, and cookware products, and gets over 24 million European monthly visitors. Wayfair is unique in that they purchase products directly from sellers at wholesale prices. Wayfair then sets its own prices for retail. Through their CastleGate fulfillment network, they guarantee 2-day delivery for over 97% of orders.

ManoMano



Popular Markets	France. Also sells in Germany, Italy, UK, Belgium, Spain
Special Features	: # 2 Home + Garden retailer in France

[Learn more >](#)

ManoMano is Europe’s largest online marketplace dedicated to home improvement. They list over 10 million products including outdoor furniture, tools & hardware. 41 million visitors come to their site monthly, and ¼ of all construction workers in France buy from their platform. They sell both B2B and B2C.

Leroy Merlin



Popular Markets	France, Spain
Special Features	# 1 Home + Garden retailer in France

[Learn more >](#)

Leroy Merlin serves countries across Europe, focusing primarily on France, Italy, Spain, and Portugal. Together, these regions contribute to over 60 million monthly visitors. Leroy Merlin focuses heavily on DIY, and home & garden, having a 37% market share in their home country France.

Praxis/Brico (Maxeda)

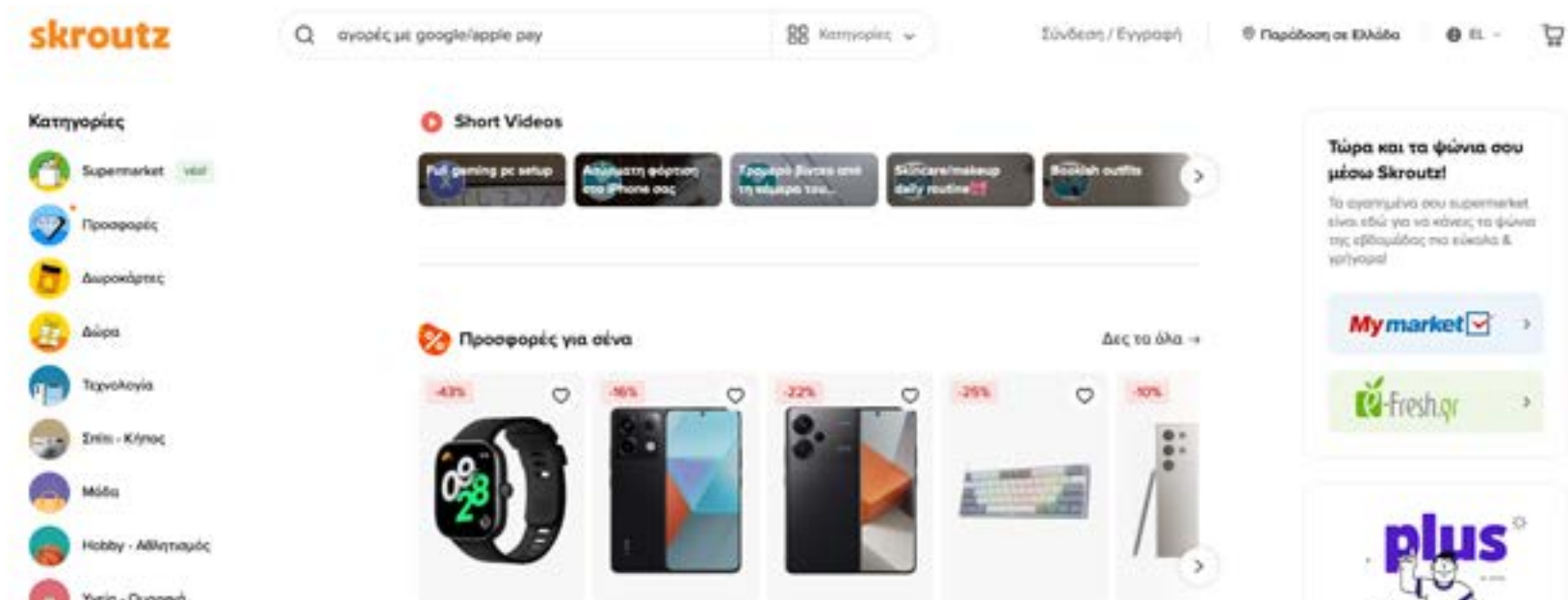


Popular Markets	The Netherlands, Belgium
Special Features	The largest DIY marketplace in The Benelux region

[Learn more >](#)

Praxis and Brico are two distinct brandings of Maxeda’s DIY online/ offline retailer marketplace. Praxis operates in The Netherlands, while Brico operates in Belgium. Both offer the same line of DIY products, paint, flooring, and decorations.

Skroutz

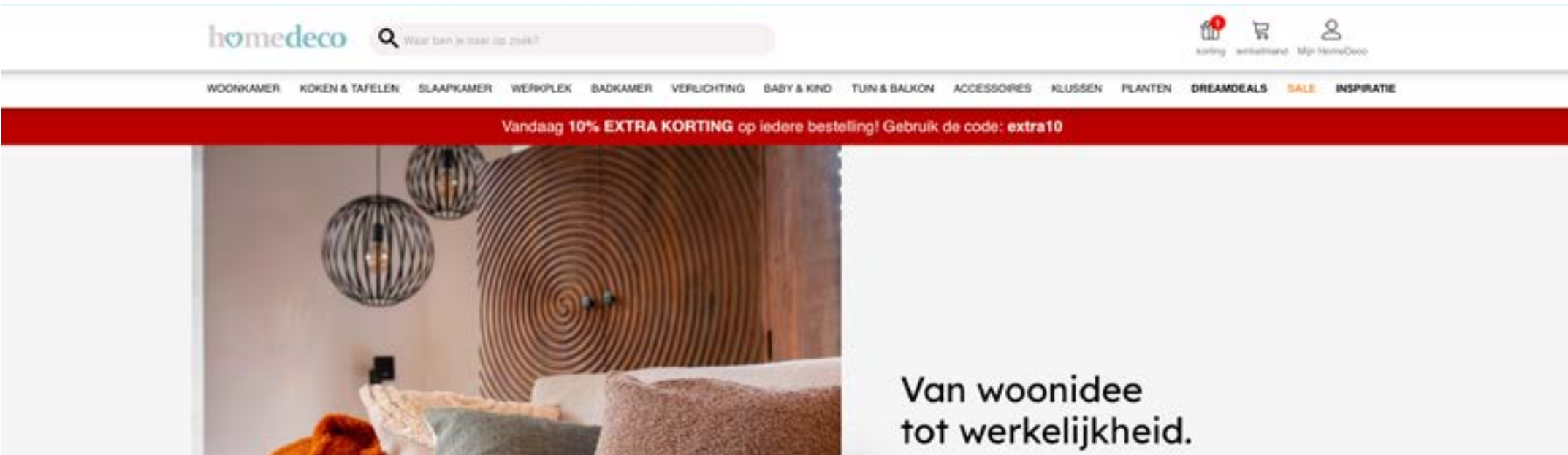


Popular Markets	Greece
Special Features	#1 marketplace in Greece

[Learn more >](#)

Skroutz is the #1 online marketplace in Greece. Designed as a one-stop shop, it serves over 3.5 million active customers. Over 12,000 stores sell through their platform, providing goods to both B2B and B2C customers throughout Greece.

HomeDeco

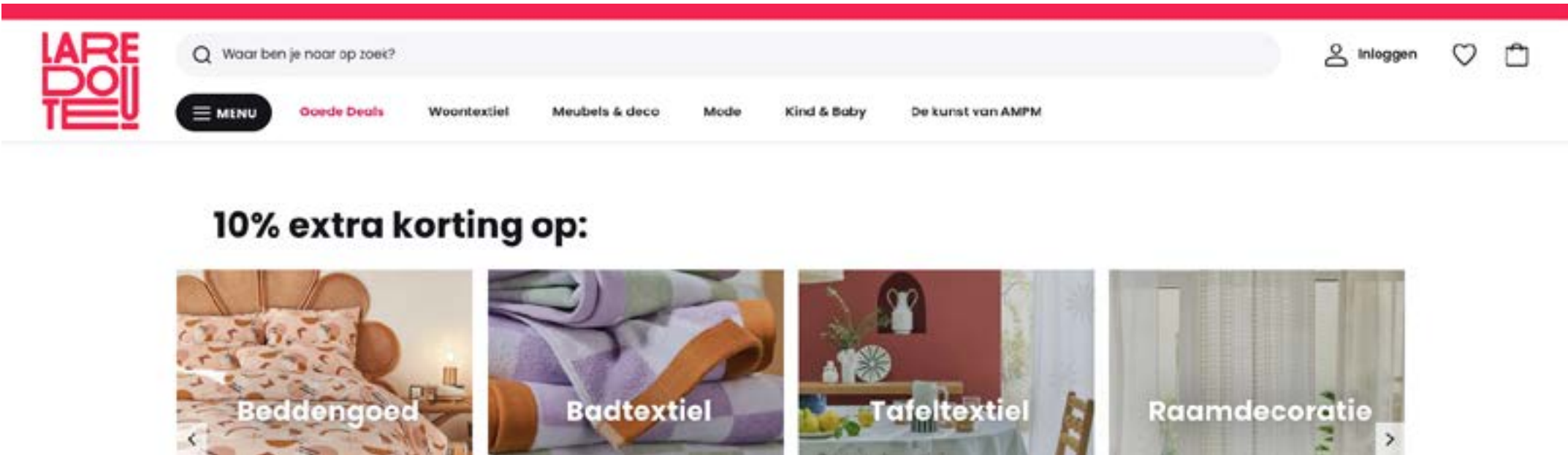


Popular Markets	The Netherlands
Special Features	No monthly fees

[Learn more >](#)

HomeDeco is a small Home & Garden marketplace with 400,000 monthly visitors. Based out of The Netherlands, they focus on affordable, yet stylish products. HomeDeco does not charge setup or monthly fees, but they do charge 20% commission on each sale.

La Redoute



Popular Markets	France, The UK, Spain Portugal, Italy, Switzerland, Germany, Belgium, Russia
Special Features	La Redoute is the top home and living marketplace in France, with over 7 million unique monthly visitors.

[Learn more >](#)

La Redoute, established in 1837, has evolved from a woollen mill to a leading French online retailer in fashion and home decoration, highly regarded for its own brand collections. With a significant digital presence, 90% of its turnover is generated online, serving over 10 million customers across Europe. The company emphasizes sustainability and innovation, achieving 70% of its turnover from internal brands.

B&Q



Popular Markets	UK & Ireland
Special Features	B&Q's website (diy.com) attracts over 250 million unique visitors every year

[Learn more >](#)

B&Q, since 1969, has grown to be the UK's leading home improvement and garden living retailer, assisting over 20 million people annually. With a network of over 300 stores across the UK and Ireland, and a robust online presence, B&Q offers over 330,000 products for home and garden projects. Emphasizing convenience, B&Q is expanding its ecommerce capabilities and product range, including exclusive brands and services like the B&Q Energy Saving Service.

Understanding marketplace requirements

Just like your brand has specific requirements you need a marketplace to meet, so does each marketplace have specific requirements of the sellers they partner with.

Here are some key requirements that you need to meet to get on their platform and avoid being delisted.



1. Country of registration

The EU single market provides the opportunity for companies to freely trade within all participating countries, once they meet its overall requirements.

Sellers must also consider individual marketplace requirements, as some marketplaces only distribute nationally while others provide access across the EU single market. For example, Maisons du Monde requires that sellers have an entity based in the EU and conduct shipping from an EU country. Allegro has specific registration processes for sellers both inside and outside the EU single market.

It's also important to note that if you want to hold stock in a particular country you must register for VAT. Amazon's European Fulfillment Network is a way around this if you already sell on Amazon within Europe.

Make sure that you examine the registration requirements carefully; your brand may not meet the requirements for every channel.



2. Delivery times

Each marketplace offers different shipping solutions. Some focus primarily on dropshipping, whereas other marketplaces provide warehousing and logistics networks that you can tap into. Wayfair, for example, provides the CastleGate fulfillment network, which provides 2-day shipping for 95%+ of orders. Amazon also provides a fulfillment network that brands can tap into, helping streamline deliveries.

No matter whether you use a marketplace’s network, a 3rd party shipping network, or your own solution, all marketplaces have delivery metrics that you must meet. Bol, for example, requires that products be delivered in 1-8 days.

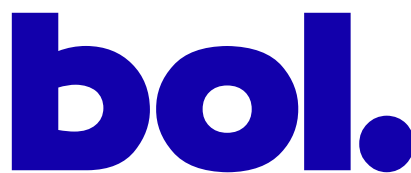
Blokker requires that you make deliveries within 5 days. Amazon sellers must maintain a late shipment rate of 4% or below. If you go over 4%, you will be provided with a warning, followed by a 30-day suspension to sort out logistics issues. If you fail to meet these delivery times consistently, you can be suspended or ultimately kicked off the marketplace.



2-day shipping



5 days delivery



1-8 days delivery



Late shipment rate
of 4% or below

3. Cancellations and returns

Marketplaces want to work with brands that customers trust. Trust is built by providing quality products in a timely manner. Packages should arrive promptly, and sellers should never sell products they don't actually have on hand.

To protect customers from seller abuse, marketplaces mandate that sellers cannot go over a certain percentage of orders canceled by the seller. For Amazon, this percentage is 2.5%. This means that sellers cannot cancel more than 2.5% of placed orders, or they risk suspension or deactivation.

Return rates are less punitive, as the ecommerce return rates tend to hover anywhere from 15% to as high as 40% depending on the industry. However, on many marketplaces,

sellers must pay a series of fees to cover shipping, restocking, and storage of the returned item. These fees can be quite high, so it is critical to prevent returns from happening in the first place. Returns can be mitigated by providing high-quality and accurate product images, including accurate product measurements, and packing the product very carefully.

All sellers operating in the European Union must allow returns within 14 days of purchase, without any justification required from the customer, and some marketplaces have additional requirements to protect consumers. For example, Blokker requires that returns must be free.



4. Fees

Marketplaces can charge a variety of fees to help them cover the cost of running their ecommerce sites.

Typically, channels will charge some combination of the fees below.

- **Fees per listing**
- **Sales commission**
- **Set up fees**
- **Monthly store fees**

Maisons Du Monde, as an example, charges €39.99 per month and then a commission that varies based on the product sold. NADUVI charges zero monthly or setup fees, but charges a high commission of 25%. XXXLutz charges no monthly or setup fees, and their commission varies from 7-13%.

Each marketplace structures their fees differently. While it may at first seem tempting to choose a marketplace with zero monthly fees, it may prove less cost-effective in the long run if the commission is too steep. When you factor in shipping support, return policies, and even monthly site visitors, you may discover that what appears to be a more expensive marketplace will end up netting you more profit.



€39.99 per month, commission varies
based on the product sold



No monthly or setup fees,
a high commission of **25%**

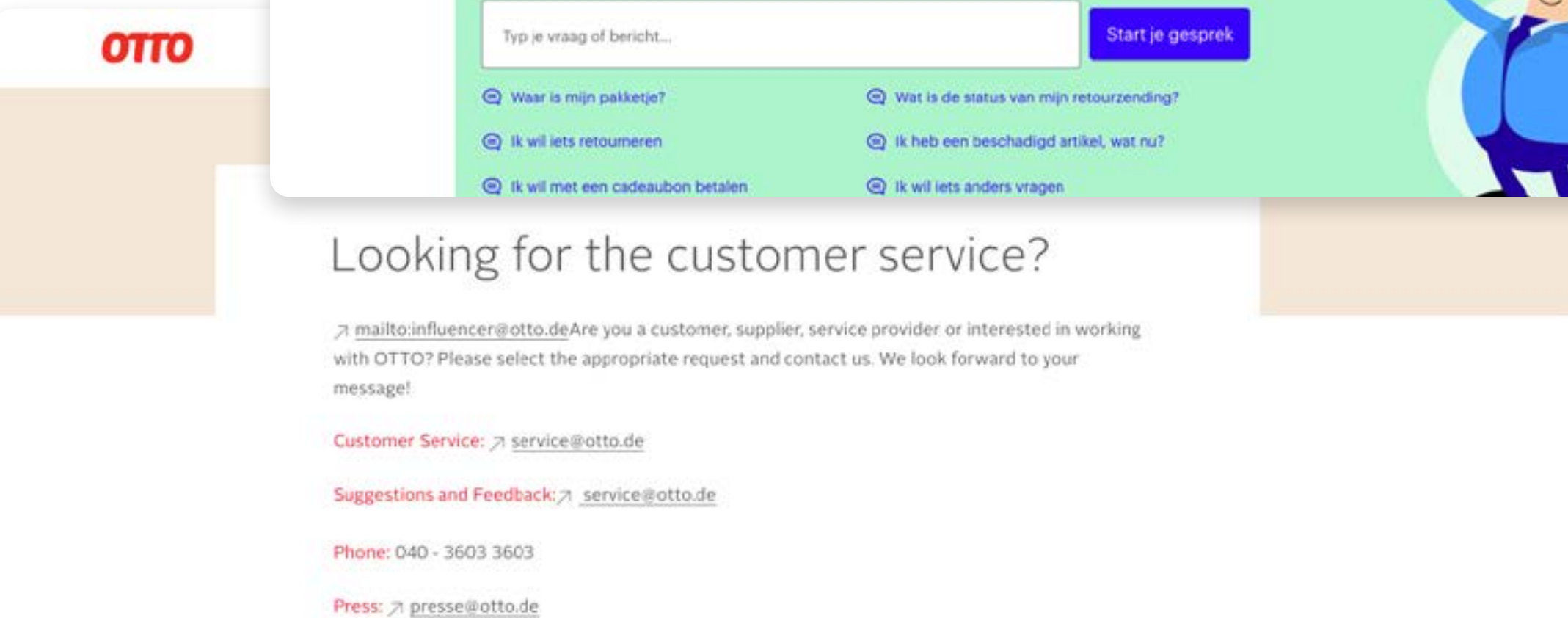
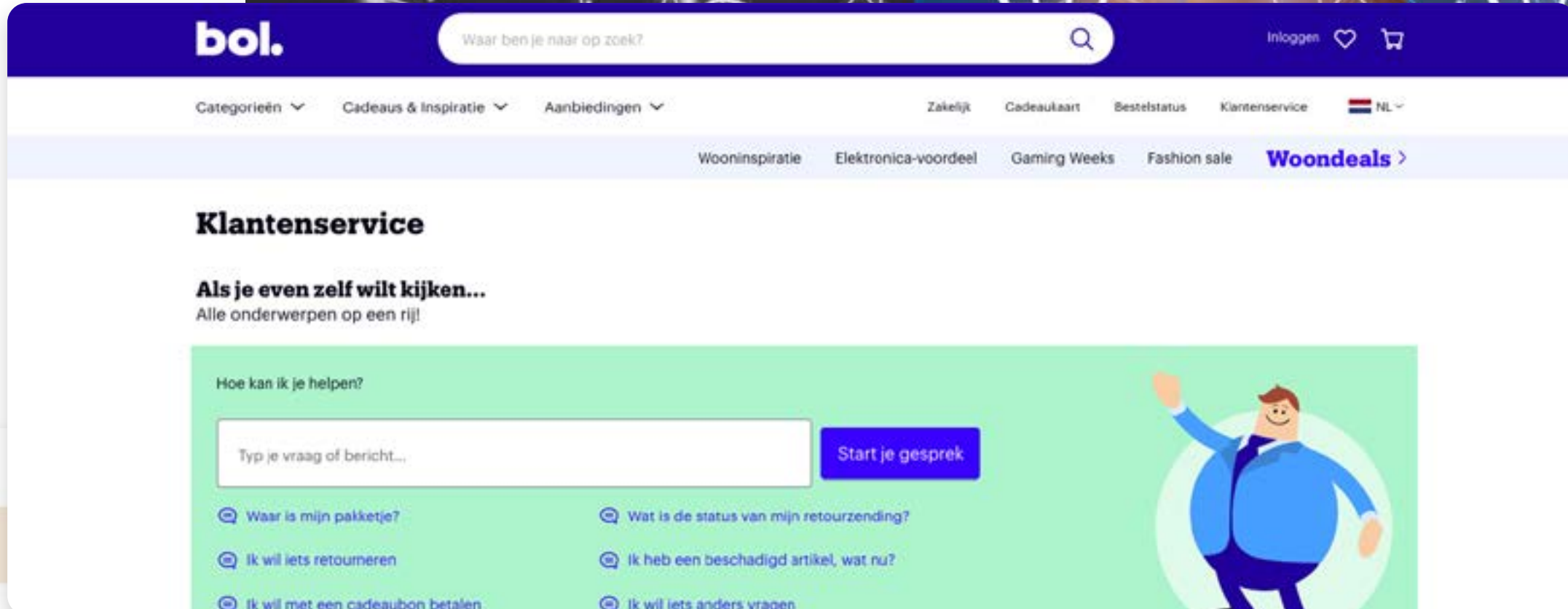
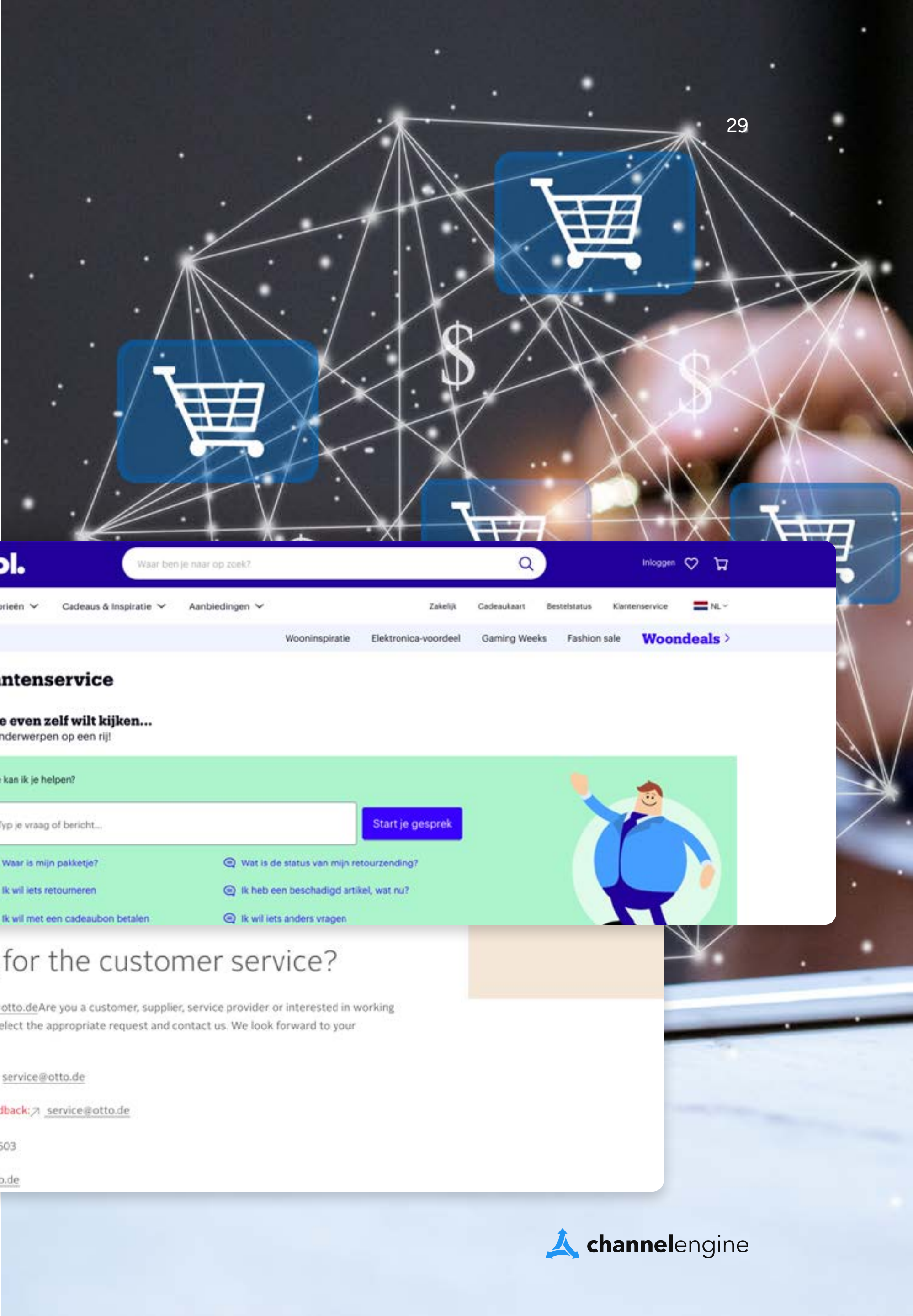


No monthly or setup fees,
commission varies from **7-13%**

5. Other SLA requirements

The SLA, service level agreement, refers to the contract between the service provider and the client. In this case, that refers to the relationship between the brands and their marketplaces. Each marketplace has a unique SLA that is informed by both national regulations and business best practices.

Many of the requirements within the SLAs have been touched on above. However, there can be a number of surprising requirements that you may not anticipate. For example, OTTO requires that you have German customer service, while Bol requires that you answer customer queries within 24 hours.



OTTO

Looking for the customer service?

> <mailto:influencer@otto.de> Are you a customer, supplier, service provider or interested in working with OTTO? Please select the appropriate request and contact us. We look forward to your message!

Customer Service: > service@otto.de

Suggestions and Feedback: > service@otto.de

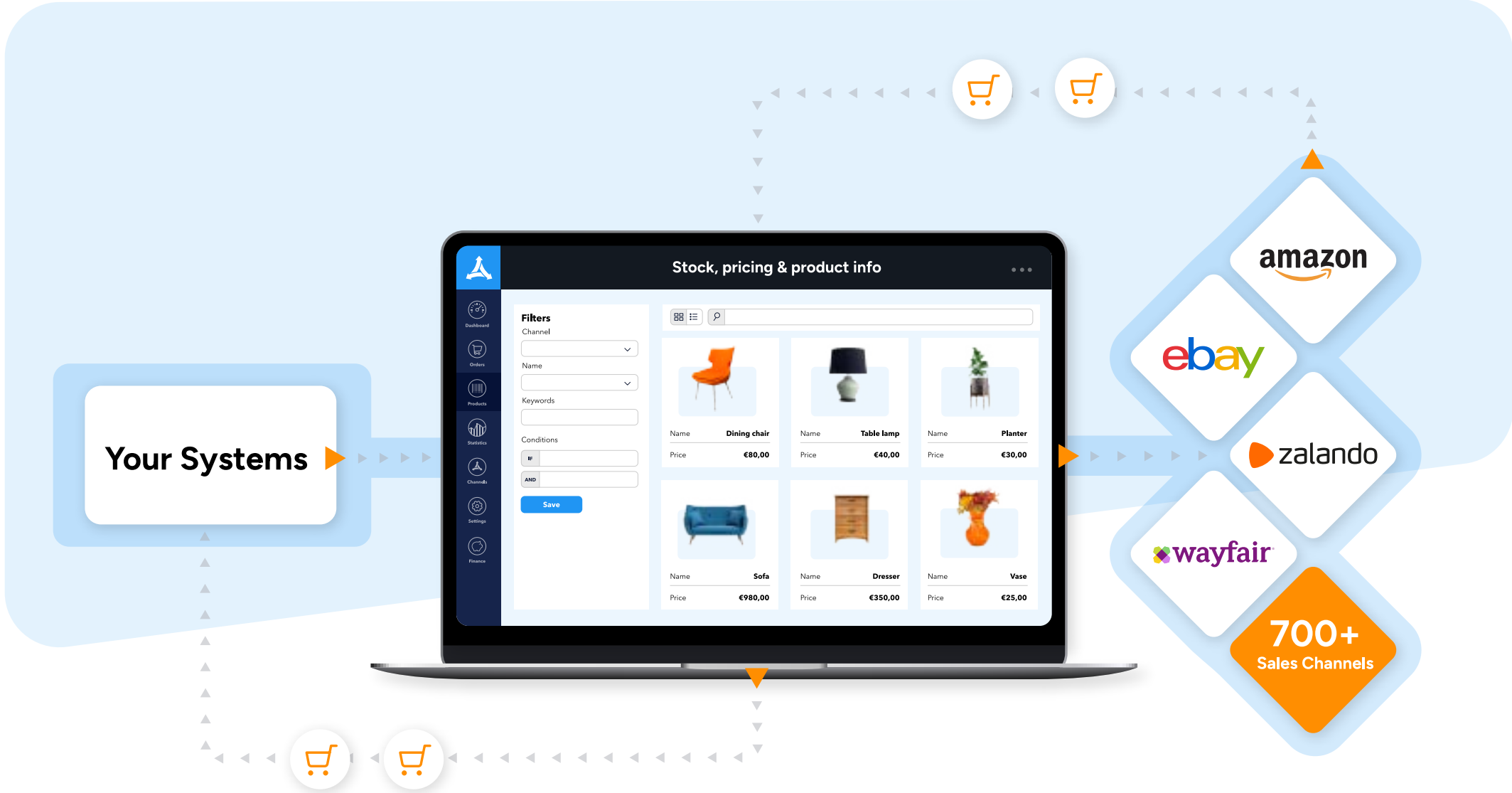
Phone: 040 - 3603 3603

Press: > presse@otto.de

Key ChannelEngine features to support marketplace expansion

The Home & Living landscape in Europe is both highly regionalized and competitive. There are over 50 Home and Living Marketplaces in France alone. Expanding your reach across the continent means identifying key regional and national markets, and then tapping into marketplaces that can serve as your strategic partners in those regions. Some, like XXXLutz, can let you customize which products you can sell in specific nations they service. Others, like Bol, will focus primarily on a single country (The Netherlands) but not necessarily target exclusively Home & Living shoppers.

Ultimately, it is unlikely that a single marketplace will be sufficient to target all your buyer personas across Europe. Instead, multiple marketplaces will work together to provide overlapping zones of service across multiple buyer personas.



Key ChannelEngine features to support marketplace expansion

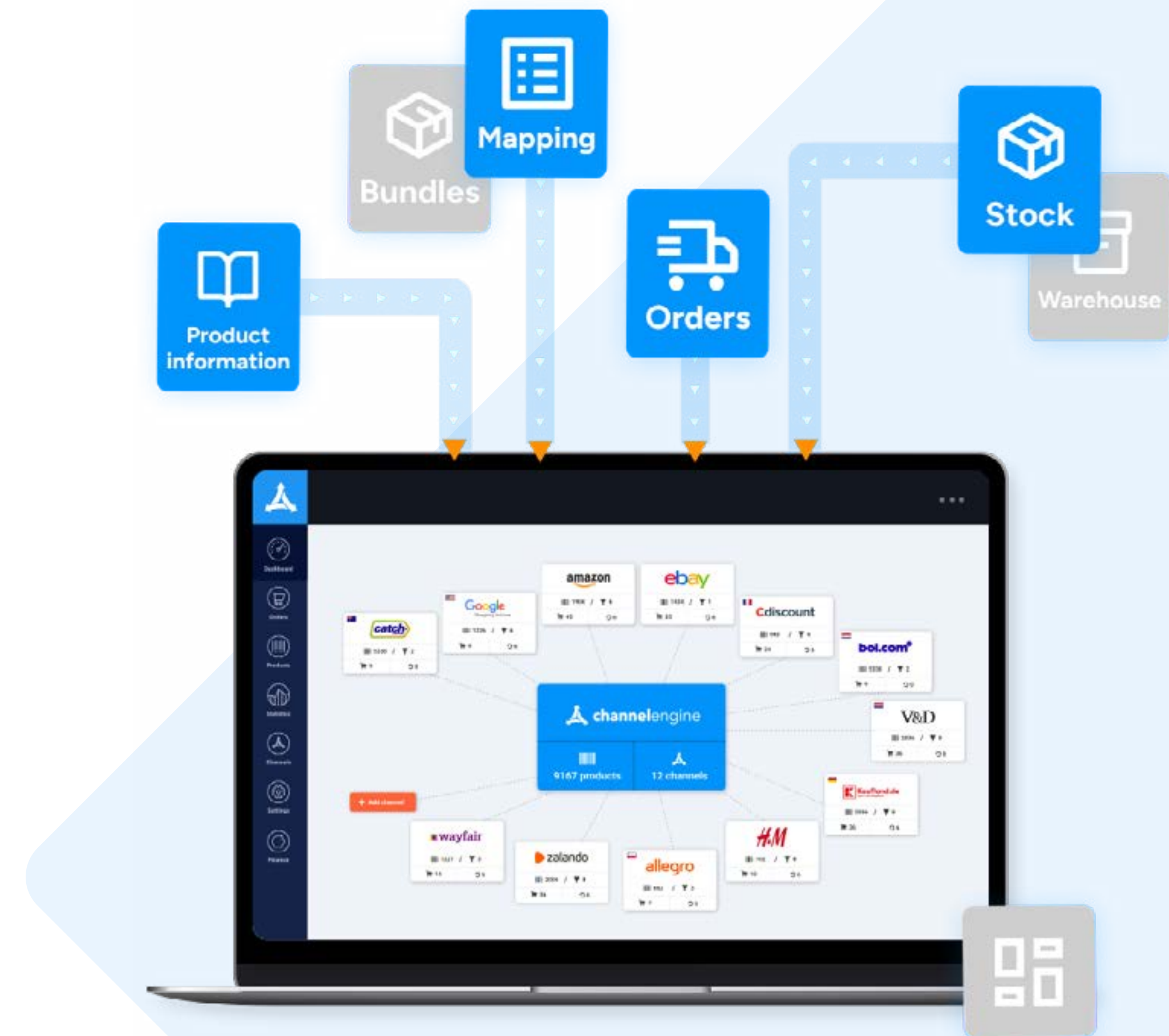
Multi-Channel Management

A marketplace that wants to target Germany, Poland, France, and Benelux might choose to list on Amazon, Bol, XXXLutz, Allegro, Leroy Merlin, and Naduvi to handle overstock.

Manually keeping track of all these listings, orders, SKUs, and marketplace requirements quickly spirals out of control. Without proper oversight, it's all too easy to end up with delayed orders, improper pricing, and cancellation. All these lead to lower customer satisfaction, channel disciplinary features, and lower profits.

ChannelEngine offers a channel management solution, enabling brands to integrate all their separate ecommerce channels into one streamlined platform. Brands can manage stock, update pricing, optimize product listings, and visualize entire sales operations without leaving their ChannelEngine account.

When it comes to the Home & Living marketplace, there are several key features ChannelEngine provides that can help you overcome the barriers present in this fractured landscape to ultimately get that customer to “click to order now.”



Product bundling

When customers are in the market for a dining room table, they're often also in the market for...you guessed it, chairs. When a consumer is looking to purchase forks, odds are they may be interested in knives and spoons as well.

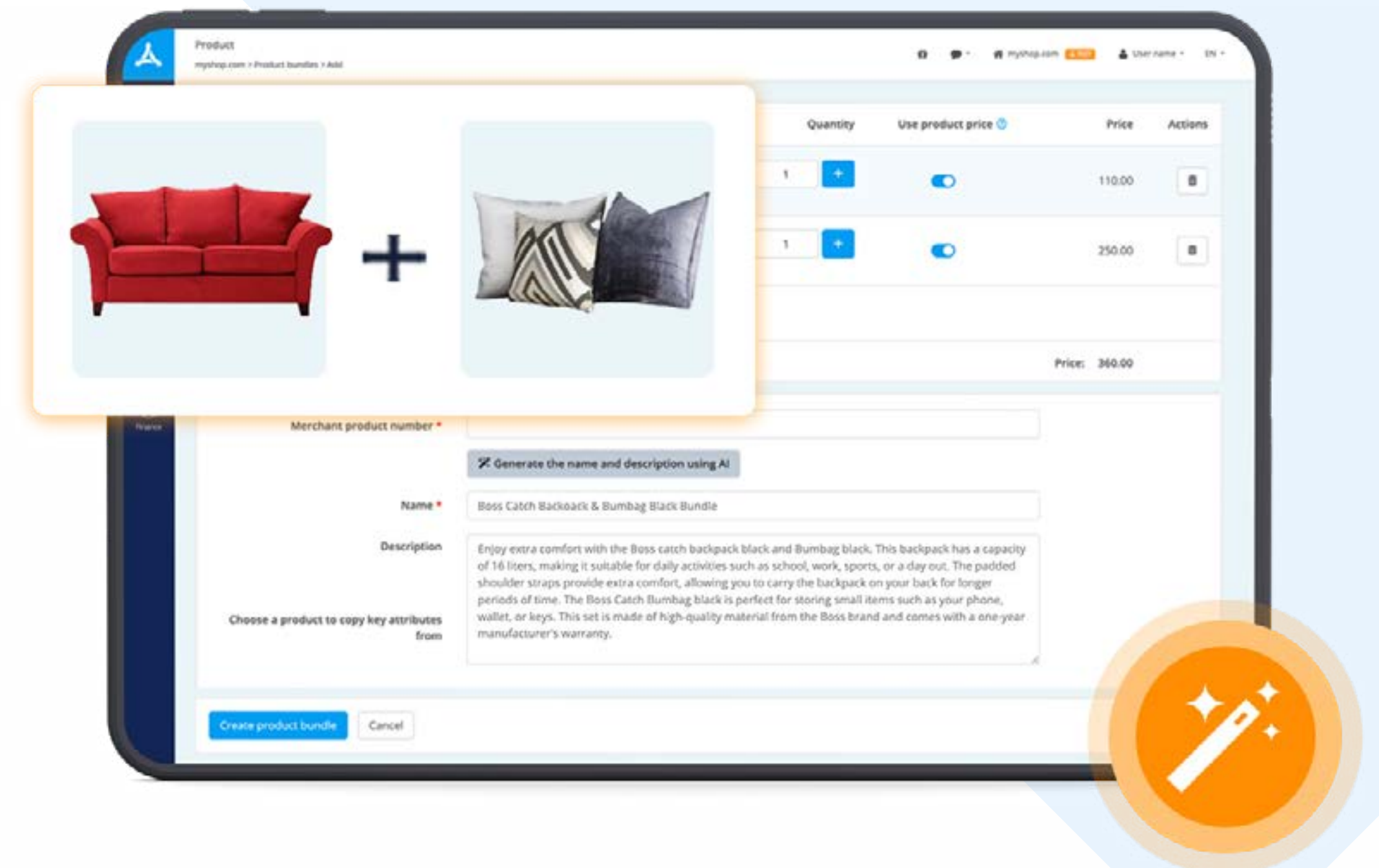
Product bundling allows your company to group sets of products together for ease of purchase. Instead of a customer manually adding one table, then hunting for four matching chairs, they can simply select the dining room table + chair bundle.

Bundling is a great way to combine lower-priced items with higher-priced items to make the former seem more valuable. In fact, customers will be often more likely to buy the bundle than each of the items were they

listed individually, as they perceive its value to be greater.

By combining several items in a single shipment, consumers will also save on postage and packaging. This can be a considerable benefit for sellers in the Home & Living category, as products like tables and chairs are very bulky, leading to high packaging costs.

To help sellers create titles, product descriptions, and background lifestyle images for their bundles, ChannelEngine offers a generative AI solution that creates product content on the spot. This content can be used to save valuable time or spark your creativity. Select the product you'd like to bundle, and let our AI solution do the heavy lifting.



Content translation

While certain languages, such as English, German, and French, serve as business languages across the continent, this doesn't mean that product titles and descriptions should remain in these *linguae francae*.

As mentioned earlier, listings on CDON convert at a significantly higher rate when they are listed in the local languages. Consumers prefer to read and shop in their native language: information is less likely to be lost, comprehension is faster and easier, and it puts shoppers in a state of ease.

The upshot: it is to a seller's benefit to list products in the language of the buyer.

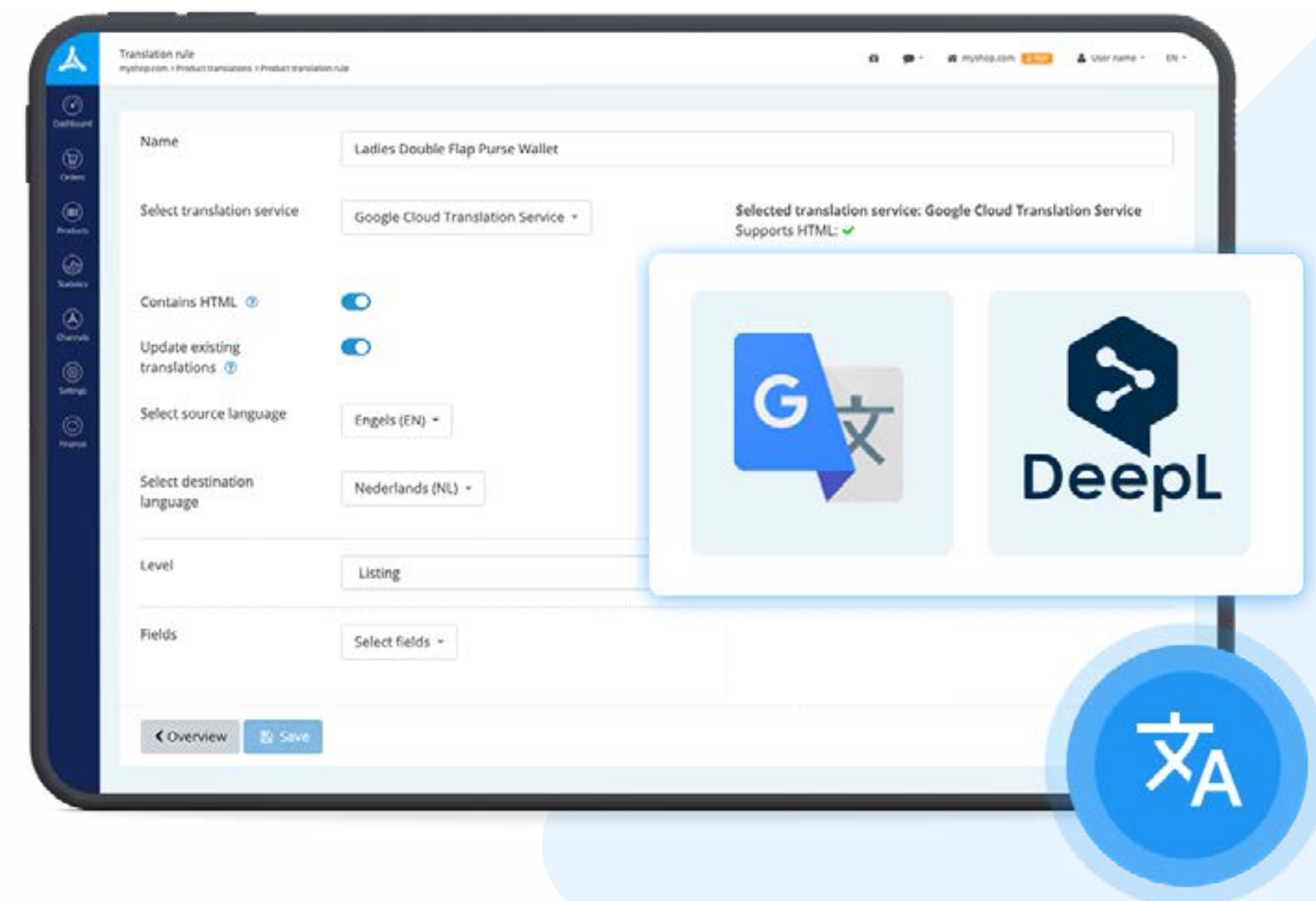
ChannelEngine provides integration with Google Cloud Translate and DeepL, allowing sellers to translate product content in platform. Sellers will simply select the content, choose the source language, then select the destination language. The content can be as small as a single product listing to as large as an entire channel.

This feature enables brands to translate at scale – quickly localizing entire catalogues for markets throughout the continent.

Currency conversion

While nearly all of Europe uses the euro, there are several countries both in and outside the EU that have separate currencies. The UK uses the pound sterling, Hungary uses the florin, and Poland uses the zloty.

Through ChannelEngine, you can list prices in your customers' local currencies, while receiving payouts in your primary currency. Exchange rates are automatically adjusted daily based on rates set by the ECB.



Ready to expand across the continent?

Expanding your Home & Living business across Europe requires developing a strategy that reflects the fragmented nature of the marketplace landscape. Each country and region presents a variety of buyer personas based on purchasing power, house size, and online shopping habits.

Brands should think carefully about how their products complement the needs and preferences of buyers throughout Europe, then target regions and nations based on this alignment. By listing on multiple marketplaces, brands can capture overlapping segments across the continent to tap into unique customer groups at different price points.

If you'd like to find out which Home & Living marketplaces would be a good fit for your brand, request a consultation call with one of our experts today.





Can we help you expand on new marketplaces?
Talk to our marketplace expert here.

Get in touch

ChannelEngine connects brands and retailers to marketplaces and online channels worldwide.
Maximize regional or local growth and achieve ecommerce success through easy integration on marketplaces.



The Home & Living Marketplace Guide Europe

1 <https://www.statista.com/study/38859/ecommerce-report-furniture/>

2 <https://www.statista.com/study/38859/ecommerce-report-furniture/>

3 <https://www.linkedin.com/pulse/changing-landscape-european-retail-rapidpricer/>

4 <https://zolak.tech/blog/furniture-ecommerce>

5 <https://www.statista.com/statistics/676358/reasons-online-shoppers-prefer-to-shop-online/>

6 <https://www.gfk.com/press/Purchasing-power-of-Europeans-increases-to-17688-euros-in-2023#:~:text=In%20France%2C%20the%20average%20per,Auvergne%2DRh%C3%B4ne%2DAlpes%20regions.>

7 <https://www.gfk.com/press/Purchasing-power-of-Europeans-increases-to-17688-euros-in-2023#:~:text=In%20France%2C%20the%20average%20per,Auvergne%2DRh%C3%B4ne%2DAlpes%20regions.>