

Home Furnishings in South Africa

June 2025

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2024 DEVELOPMENTS

Indoor living dominates home furnishing sales, with trend towards multifunctional living spaces Massmart Holdings expands through omnichannel innovation Players respond to demand for one-stop shopping convenience

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Further growth in home furnishings, supported by rising demand for lighting solutions Health and sustainability expected to shape new product development Retailers to opt for smaller-format urban locations to optimise operational efficiency

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