



# Homewares in Italy

June 2024

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## Homewares in Italy - Category analysis

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#### 2023 DEVELOPMENTS

Homewares enjoys steady growth in 2023 backed by the home entertaining trend

Beverageware benefits from regular alcohol consumption in Italy

Cookware and kitchen utensils benefit from well-established culinary traditions in Italy

#### PROSPECTS AND OPPORTUNITIES

Homewares set to decline owing to market saturation and Italy's shrinking population

Consumers and brands set to prioritise environmental responsibility over the forecast period

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