

# Home Improvement in Switzerland

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Downturn in the construction sector affected home improvement categories  
Coop Genossenschaft sustains leadership through omnichannel presence and sustainability-led strategy  
Retailers focused on mobile websites to optimise smartphone shopping experience

PROSPECTS AND OPPORTUNITIES

Shift towards sustainable paints, varnishes, and lacquers in Switzerland is a positive development for both the environment and public health  
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Home and Garden in Switzerland - Industry Overview

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DISCLAIMER

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