

Home Products Specialists in Switzerland

April 2025

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Home Products Specialists in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging market conditions put a dampener on sales through home improvement and gardening stores Homewares and home furnishing stores thrive despite economic pressures

lkea comes out on top following the opening of new outlets in 2024

PROSPECTS AND OPPORTUNITIES

Cautiously optimistic outlook for home improvement and gardening stores

Pet shops and superstores should benefit from pet humanisation trend

Homewares and home furnishing stores will need to find new ways to keep customers coming back

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Retail in Switzerland - Industry Overview

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Retailers focus on making improvements to increase their appeal

Migros and Coop remain on top

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Opening hours for physical retail

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