



Euromonitor
International

Home Products Specialists in Hong Kong, China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales through homewares and home furnishing stores plateau as price-sensitive consumers limit spending
Solid performance by pet shops and superstores as consumers remain sensitive to pets' needs and welfare
DFI Retail Group retains leadership of highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Subdued performance for home products specialists over forecast period
Pet stops and superstores will continue to see growth as pet care demands increase
Unique store experiences could support Ikea's leadership

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E-commerce regains strong growth momentum, recording dynamic performance
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