

Home Products Specialists in the Netherlands

February 2025

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Home Products Specialists in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers adopt more cautious approach to home spending

Recovery of housing market drives growth of home improvement and gardening stores

Dominant player IKEA expands reach with new small-format outlet

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Challenges lie ahead for home products specialists

Homewares and home furnishings retailers will likely struggle

Outlet decline slows for pet stores and superstores

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Opening hours for physical retail

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